



# Business School Research and Knowledge Exchange News

University  
of Dundee



March 2021

# Message from the Editors

Welcome to the third Business School Research and Knowledge Exchange Newsletter from Linn McFarlane, who has taken the lead in producing this news item, Norin Arshed, Theresa Dunne and myself. A number of readers have commented favourably on the first two editions but there was a suggestion it is overlong and lacked focus. Please do give us your feedback because it is difficult to the balance right in providing relevant information our different internal and external audiences.

In this edition, I would like to highlight our growing external links for impact activity. This type of research and knowledge exchange is an increasingly important part of the University's mission, as highlighted by the appointment of the new Principal, Professor Iain Gillespie. As some readers will know, the School has a Business Advisory Board comprising leading business and public service directors, chairs and entrepreneurs from Scotland and abroad. The Board has only recently been formed but we are already beginning to benefit significantly from its insights, especially into our mission and the relevance of our teaching, research and knowledge exchange. These insights should continue to develop with the creation of four sub-groups, one of which is to advise the School on pathways to knowledge exchange and how to involve external stakeholders in the School's research.

In the meantime, you will see from the Good News Stories section we have some excellent examples of external impact activity and public engagement, including significant contributions to the Tay Cities Deal, the Advisory Network for the Future of Blockchain, the Scottish Parliament Fellowship Scheme, the Innovation London at 89 Initiative, the Scottish Universities Scale-Up Consortium and NHS Tayside. You will also see the excellent program of impact seminars being run in the School, which also involves our Advisory Board members, Professors Alan Boyter and Ben Thomson on 'what industry, commerce and the public sector want from academics'. More like this to come, with a seminar being programmed for the Advisory Board Knowledge Exchange sub-group by board member, Professor Magnus Lundback,

on his extensive experience of working with academics and chairing a university-industry collaboration in Sweden. I would also like to flag a seminar on February 17th to be given by a good colleague and co-author of mine, Dr Susan Hetrick. Susan has held senior HR posts at director level with Aegon, RBS and the World Bank, and now runs her own consulting business. Her subject is Toxic Leadership, which forms the basis of one of her books.

Meanwhile UDSB colleagues continue to do their 'day job' in difficult circumstances by producing high quality academic articles for international peer-reviewed journals, conference papers and reports for external organizations, some of which have won awards for excellence. You will also hear from successful PhD students and learn a little about the research interests of new and existing staff. Many thanks to all who have contributed this quarter.

**Graeme Martin,**  
Associate Dean Research and Knowledge Exchange



## Good New Stories

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

### **Congratulations to Dr Ahmed Hassan Ahmed**

who was chosen by the editorial team of *International Journal of Accounting & Information Management* as one of their Outstanding Reviewers in the 2020 Emerald Literati Awards for Excellence.

### **Congratulations to Dr Ahmed Hassan Ahmed and Professor David Power.**

Their article *'The impact of corporate social and environmental practices on the cost of equity capital: UK evidence'* has been selected as a Highly Commended Paper in the 2020 Emerald Literati Awards. The editorial team said that it is one of the most exceptional pieces of work they saw throughout 2019.

### **Dr Keith Dinnie, Head of the Management and Marketing discipline at UDSB, has been involved as a Non-Executive Director of Visit Dundee Ltd in two funding applications in recent weeks.**

The first was a successful application for a grant of £5,000 through Scotland's Towns Partnership; this funding will be used for various initiatives, including the production of promotional video assets to keep Dundee top-of-mind for potential visitors once the pandemic restrictions have been lifted. The second was an application for a grant of £49,000 from the Scottish Government's 'Sector & Destination Operational and Market Readiness Fund'. The fund is administered by VisitScotland and the outcome of the application should be known shortly. The purpose of the fund is to enable the Scottish tourism sector to survive the impacts of the Covid-19 pandemic. In his role as a Non-Executive Director, Keith has also played an important role during recent months in Visit Dundee Ltd changing its governance articles to operate as a social enterprise.

### **Following a meeting in late January with Keith Winter, Fife Council's Executive Director Enterprise & Environment, and Aileen Lamb, Tourism Manager at Scottish Enterprise, Dr Keith Dinnie has been invited to deliver a presentation to the Tay Cities Deal Culture & Tourism Thematic Advisory Board.**

The topic of Keith's presentation will be how to engage stakeholders in the development and implementation of region brands, with particular reference to the Tay Country brand. 'The Tay Cities Deal is going to provide a very substantial boost to the region's economy, and I am delighted to have been invited to present to the Culture & Tourism Thematic Advisory Board, who have played and will continue to play an important role in amplifying the benefits of the deal', said Keith.

### **Dr Keith Dinnie and Dr Szu-Hsin Wu of UDSB's Management and Marketing discipline have been invited to join the Advisory Network for the Future of Blockchain (ANFB) as Observing Members.**

ANFB is a new multidisciplinary network established by Professor Amin Al-Habaibeh (Nottingham Trent University), Professor Rebecca Parry (Nottingham Law School), Dr Mohd Hwaidi (Lecturer in Law at the University of Dundee), Professor Qile He (University of Derby) and Dr Amjad Fayoumi (Lancaster University). Keith and Szu-Hsin intend to incorporate some of the issues addressed by ANFB into their TPG module BU51030 Digital Asset Management to reflect the increasing importance of Blockchain in this field.

### **One of our current PhD student's Mr Musakabantu (Estone) Muyobo and his supervisor, Dr Evangelia Fragouli received an award for the best conference paper**

*'A Mean End Approach to Domestic Lead tourism in emerging Tourism'*, ICGEEE, 2020.

### **Dr Daniel Clarke was invited to speak at the "Online Praxis On the (craft) use of imaginative-creative writing practices" event held by the University of Chester, Faculty of Business Management on 4th December 2020.**

He has also been invited to speak at another event on Friday 4th June 2021, 2.30-3.30pm, titled: Daft about creative writing. These two events are part of **The BAM Researcher Development Hub**, specially designed for research students and members of staff at the University of Chester's Faculty of Business & Management (BAM) and are open to attendees from outside the University of Chester also

### **As part of Dr Norin Arshed's Fellowship with the Scottish Parliament Information Centre, her first blog titled 'How is COVID-19 affecting women entrepreneurs in Scotland?' was published on 3 February**

It can be read **here**.

### **The Effects and Consequences of Covid-19 on SMEs**

Dr Norin Arshed was invited to moderate a live-streamed event as the Research Director, Innovation London at 89 Initiative (the first pan-European think tank based at the LSE European Institute). The event titled: The impact of Covid-19 on SMEs and a panel of experts from King's Business School (Dr Przemysław Zbierowski and Professor Ute Stephan), York University (Professor Kiran Trehan) and Cardiff University (Professor Robert Huggins) speaking of failure and success stories, innovation and national policies.

### **Dr Norin Arshed was a keynote speaker for the Conference on the intersectionality of female entrepreneurs at St Andrews University (20th and 21st January 2021).**

She has also been invited to give guest research seminars on her current work in women's enterprise policy and impact at the Nottingham Business School (Nottingham University) and also for Strathclyde University's Feminist Research Network.

### **Graeme Martin was appointed by the Cabinet Secretary for Health as Interim Vice Chair of NHS Tayside in early January.**

Among his responsibilities are deputising for the Chair when necessary and helping develop governance and strategy. He will continue to Chair the Staff Governance Committee in the Board but has also taken on a specific role in developing more effective relations between the NHS Tayside and the University, which are Tayside's largest employers.

### **Norin Arshed and Graeme Martin have been invited to contribute a case study of the Scale-up of Waracle, one of Dundee's fastest growing companies to the Scottish University Scale-Up Consortium.**

Based on research and knowledge exchange conducted over the last few years, the case is one of only a few selected by the Consortium to go forward for development and use with scale-up companies and academics tutoring firms on scaling-up. The extensive case study will be supported by extensive teaching notes and a video involving Waracle's entrepreneurial leadership team talking about their successes and challenges.

### **Based on their extensive research and work in Sweden, Katie Sinclair and Graeme Martin were invited to produce an 8-page report on Employer Branding for the Swedish Hospitality Industry Research and Development Fund.**

This report and the translation of their contribution can be found **here**.

### **Finally, Graeme Martin has been invited to give an online presentation on 'employer branding and corporate reputations' on March 15th to an invited audience of HR Directors and Senior HR managers in Sweden, based on his research and consultancy work.**

This invite follows on from a successful previous presentation to the Advisory Board of the Centre for Global HR at the University of Gothenburg in January.

## Impact Update – Dr Norin Arshed

I am delighted to confirm the agenda for the Impact Seminar Series 2021. The seminars for 2021 are a much more hands on approach with industry and policy-makers highlighting their needs and wants from academics in business schools. The first half of the year is to begin a conversation as to how your expertise and research might fit into some of the questions that the speakers raise in their respective field and organisations.

The second half of the year will include a presentation from an ESRC impact award winner and a session with one-to-one discussions re. your research and moving forward with impact ideas with myself, Graeme, David and Yu. Furthermore, I have 3 sessions in this period which I have yet to confirm and I am hoping to bring either academics from different fields in to give practical advice and/or relay back some of my learning from my role as Impact Assessor for REF. I will confirm these sessions in the coming months.



Title	Presenter	Organisation	Date	MS Teams link
Industry: What do public and private organisations 'want' from academics?	→ Ben Thomson (Chairman) → Alan Boyter (Director)	→ Inverleith LLP → Dignity HR Solutions	Wednesday 24 February, 16.00 – 17.00	<a href="#">Click here to join the meeting</a>
How can business management scholars have impact with small businesses?	→ Lorna Watson (Business Engagement Executive)	Interface	Wednesday 31 March, 16.00 – 17.00	<a href="#">Click here to join the meeting</a>
How can business management scholars impact policy in Scotland? (Part 1)	→ James Muldoon (Head of Agriculture Support Policy Development Unit) → Tom Craig (Senior Policy Executive)	Scottish Government	Wednesday 28 April, 16.00 – 17.00	<a href="#">Click here to join the meeting</a>
How can business management scholars impact policy in Scotland? (Part 2)	Angus Evans (Senior Researcher)	The Scottish Parliament Information Centre	Wednesday 26 May, 14.00 – 15.00	<a href="#">Click here to join the meeting</a>
Working with national organisations: how and why?	TBC	Audit Scotland	Wednesday 30 June, 14.00 – 15.00	<a href="#">Click here to join the meeting</a>
Outstanding Impact in Business and Enterprise (ESRC 2105)	Professor Colin Mason	University of Glasgow	Wednesday 28 July, 14.00 – 15.00	<a href="#">Click here to join the meeting</a>
Case study: Developing business angel investment in the UK				
TBC	TBC	TBC	Wednesday 25 August, 14.00 – 15.00	<a href="#">Click here to join the meeting</a>
TBC	TBC	TBC	Wednesday 29 September, 14.00 – 15.00	<a href="#">Click here to join the meeting</a>
TBC	TBC	TBC	Wednesday 27 October, 14.00 – 15.00	<a href="#">Click here to join the meeting</a>
Next steps: Underpinning research  Discussion on what research can create impact and how (one-to-ones)	Norin, Graeme, David, and Yu	University of Dundee	Wednesday 24 November, 14.00 – 15.00	<a href="#">Click here to join the meeting</a>

# Research Seminar Series

Organised by Dr Stavros Kourtzidis:

Date	Presenter	MS Teams link
Wednesday 20 January, 14:00-15:30	Special Joint Seminar with colleagues and associates of the University of Gothenburg's Centre for Global HRM	<a href="#">Click here to join the meeting</a>
Wednesday 27 January	→ Heredia Baio → Abdullah Bindawas	<a href="#">Click here to join the meeting</a>
Wednesday 3 February	Dr. Qian Li "Entrepreneurial resource acquisition as a relational scripted engagement: An ethnography at a corporate accelerator program"	<a href="#">Click here to join the meeting</a>
Wednesday 10 February	→ Khalid Almulhim → Saud Almutairi	<a href="#">Click here to join the meeting</a>
Wednesday 17 February	Dr. Susan Hetrick "Toxic Cultures and Toxic Leadership"	<a href="#">Click here to join the meeting</a>
Wednesday 3 March	→ Kalina Marinova → Fahad Alrobai	<a href="#">Click here to join the meeting</a>
Wednesday 10 March	Dr. Renzo Cordina, Professor David Power and Dr. Stavros Kourtzidis "An Analysis of Country-by-Country Data for EU Banks: An Investigation of Bank Performance"	<a href="#">Click here to join the meeting</a>
Wednesday 17 March	→ Umar Sadaat → Joy Asmau Yakubu	<a href="#">Click here to join the meeting</a>
Wednesday 24 March	→ Nse Udohaya → Ahmed Werfali	<a href="#">Click here to join the meeting</a>
Wednesday 7 April	→ Wafa'A Alghizzawi → Victoria Chukwudum	<a href="#">Click here to join the meeting</a>



## Published Outputs: Nov 2020 – Jan 2021

### January 2021

Contributors	Title
Ahmed Hassan Ahmed	Mardini, GH, Alkurdi, A & Ahmed, AH 2020, 'A Longitudinal Investigation of IFRS-8 Implementation: Evidence from Qatar', <i>Afro-Asian Journal of Finance and Accounting</i> .
Yu Zhu	Dai, F, Cai, F & Zhu, Y 2021, 'Returns to higher education in China – evidence from the 1999 higher education expansion using a fuzzy regression discontinuity', <i>Applied Economics Letters</i> . <a href="#">Link here</a> .
Bruce Burton	Pattnaik, D, Kumar, S & Burton, B 2021, 'Thirty Years of the Australian Accounting Review: A Bibliometric Analysis', <i>Australian Accounting Review</i> .
Abhishek Pathak	Pathak, A & Calvert, GA 2021, 'Sooo Sweet! Presence of long vowels in brand names lead to expectations of sweetness', <i>Behavioral Sciences</i> , vol. 11, no. 2, 12. <a href="#">Link here</a> .
Musakabantu Muyobo, Evangelia Fragouli	Muyobo, EM & Fragouli, E 2020, 'A means end approach to domestic lead tourism marketing in emerging tourism destinations', <i>Business and Management Review</i> , vol. 11, no. 2, pp. 141-148.
Evangelia Fragouli	Fragouli, E 2020, 'The interaction of employee trust & ethical decision making', <i>Business and Management Review</i> , vol. 11, no. 2, pp. 161-168.
Yu Zhu	Zheng, Y, Zhang, X & Zhu, Y 2021, 'Overeducation, major mismatch, and return to higher education tiers: evidence from novel data source of a major online recruitment platform in China', <i>China Economic Review</i> .
Martin Jones	Jones, M 2021, 'The Concept of Rationality in Introductory Economics Textbooks', <i>Citizenship, Social and Economics Education</i> . <a href="#">Link here</a> .
Sudharshan Reddy Paramati	Song, Y, Huang, R, Paramati, SR & Zakari, A 2021, 'Does economic integration lead to financial market integration in the Asian region?', <i>Economic Analysis and Policy</i> , vol. 69, pp. 366-377. <a href="#">Link here</a> .
Stavros Kourtzidis	Kourtzidis, S, Matousek, R & Tzeremes, N 2021, 'Modelling a Multi-period Production Process: Evidence from the Japanese Regional Banks', <i>European Journal of Operational Research</i> . <a href="#">Link here</a> .
Abhishek Pathak	Motoki, K, Park, J, Pathak, A & Spence, C 2020, 'Constructing healthy food names: On the sound symbolism of healthy food', <i>Food Quality and Preference</i> . <a href="#">Link here</a> .
Abhishek Pathak	Pathak, A, Calvert, GA & Motoki, K 2021, 'Sound symbolism overrides articulation dynamics in the taste continuum', <i>Food Quality and Preference</i> . <a href="#">Link here</a> .
Evangelia Fragouli	Fragouli, E & Toulaki, T 2020, 'Leading Change and Crisis: How Transformational Changes Can Be Successful Nowadays?', <i>Global Research in Higher Education</i> , vol. 3, no. 3, pp. 22-41. <a href="#">Link here</a> .
Evangelia Fragouli	Fragouli, E & Doulgerof, ID 2020, 'From E- to Open-Government in delivering European Union funds to beneficiaries: the case of Greece', <i>International Journal of Business and Economic Development</i> , vol. 8, no. 2, pp. 21-48. <a href="#">Link here</a> .
Sudharshan Reddy Paramati	Churchill, SA, Pan, L & Paramati, SR 2020, 'Air Pollution and Tourism: Evidence from G20 Countries', <i>Journal of Travel Research</i> . <a href="#">Link here</a> .
Bruce Burton	Kumar, S, Panday, N, Burton, B & Sureka, R 2020, 'Research Patterns and Intellectual Structure of Managerial Auditing Journal: A Retrospective using bibliometric analysis during 1986-2019', <i>Managerial Auditing Journal</i> .

### December 2020

Contributors	Title
Yu Zhu	Luo, R, Tenga, K, Xu, L & Zhu, Y 2020, 'A Decomposition of Student Achievement Gap by Gender in China: Evidence from Random Class Assignment', <i>International Journal of Educational Research</i> .
Sudharshan Reddy Paramati	Shi, Y, Paul, S & Paramati, SR 2020, 'The impact of financial deepening on income inequality: Empirical evidence from Australia', <i>International Journal of Finance &amp; Economics</i> . <a href="#">Link here</a> .
Martin Jones	Jones, MK 2020, 'Marginalism and maths teaching in introductory economics', <i>International Journal of Pluralism and Economics Education</i> , vol. 11, no. 2, pp. 189-200. <a href="#">Link here</a> .
Morris Altman	Altman, M 2020, 'Why realism and methodological pluralism matter for robust research and public policy: Perspectives from behavioural economics', <i>International Journal of Pluralism and Economics Education</i> , vol. 11, no. 2, pp. 130-148. <a href="#">Link here</a> .

### November 2020

Contributors	Title
Sudharshan Reddy Paramati	Huang, R, Kale, S, Paramati, SR & Taghizadeh-Hesary, F 2021, 'The nexus between financial inclusion and economic development: Comparison of old and new EU member countries', <i>Economic Analysis and Policy</i> , vol. 69, pp. 1-15. <a href="#">Link here</a> .
Daniel Clarke	Soler, G, Purnell, DF & Clarke, DW 2020, 'Facing Father Absences and Troubling Memories of Our Fathers', <i>International Review of Qualitative Research</i> . <a href="#">Link here</a> .
Kristina Auxtova	Nazifi, A, El-Manstrly, D, Tregear, A & Auxtova, K 2020, 'The Impact of Termination Severity on Customers' Emotional, Attitudinal, and Behavioral Reactions', <i>Journal of Service Theory and Practice</i> .
Sudharshan Reddy Paramati	Demir, E, Gozgor, G & Paramati, SR 2020, 'To what extent economic uncertainty effects tourism investments? Evidence from OECD and non-OECD economies', <i>Tourism Management Perspectives</i> , vol. 36, 100758. <a href="#">Link here</a> .

## Conference attendance / presentations

→ **Dr Evangelia Fragouli** participated in the business workshop on “Practical Conscious Leadership in the New Real World” Scottish Institute for Business Leaders, December 2020.

As CMI champion for SoB, Dr Fragouli organised and attended the below:

- ‘Management, Myths & Lies’, School of Business, University of Dundee, UK, January 2021. Invited guest speaker Mr. Donald Cooper (MBA, CSP, HoF), Donald Cooper Corporation, Canada.
- ‘Ethical vs. unethical employee behaviour and covid crisis’, School of Business, University of Dundee, UK. Invited guest speaker the Chair in Management & Dean in Research, Professor Chao-Chuan Chen, Rutgers Business School, Rutgers University, USA.

→ **Dr Daniel Clarke and Dr Keith Dinnie** attended the “Provenance Post Brexit – The Science of Provenance seminar on 25th November 2020, [link here](#).

→ **Dr Daniel Clarke** was invited to speak at the “Online Praxis On the (craft) use of imaginative-creative writing practices” event held by the University of Chester, Faculty of Business Management on 4th December 2020 and has also been invited to speak at another event on Friday 4th June 2021, 2.30-3.30pm, titled: *Daft about creative writing*.

These two events are part of The BAM Researcher Development Hub, specially designed for research students and members of staff at the University of Chester’s Faculty of Business & Management (BAM) and are open to attendees from outside the University of Chester also.

→ **Dr Qian Li** and been accepted to the eighth annual University of Edinburgh Business School Paper Development Workshop, sponsored by Organization Studies, Organization Development & Change Division of the Academy of Management, and Centre for Strategic Leadership, University of Edinburgh Business School, 1st March 2021.



## Doctoral News: an update from Dr Theresa Dunne

### New Students

We welcomed 5 new PhD researchers to the School in January: 2 in Accounting & Finance, 1 in Economics and 2 in Management & Marketing. These researchers benefited from an online induction 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 one new entrant to our successful roll call of PhD graduates over the past few months.

**Dr Abdulrazak Balilah** (Accounting & Finance) passed his viva on 3rd December 2020 with minor corrections. Abdulrazak’s thesis was titled: ‘Corporate Governance in Developing Nations: Evidence from Unlisted Family Firms in Saudi Arabia’. Abdulrazak’s supervisory team comprised Professor Bruce Burton and Dr Renzo Cordina. His examination committee was made up of Dr Akira Yonekura, from the Business School at Heriot-Watt University who acted as his External Examiner and Professor David Power and Dr Theresa Dunne, who assumed the roles of Internal Examiner and Convenor respectively.



## 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 continue with staff pen pictures and 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 three new colleagues, Dr Huang, Dr Li, Dr Szu-Hsin Wu and three 'old timers', Professor Bruce Burton, Dr Keith Dinnie and Professor Paul Allanson. She asked them four questions on their backgrounds, research and ambitions. Here's their responses:

### Dr Boray Huang



- 1. Where are you from? Tell us a little about your background in a few sentences.**  
I am from Taiwan but have lived in different continents over the past 25 years. I received my doctoral degree from Northwestern University, USA. Before Dundee, I worked in University of Mississippi (USA), National University of Singapore (Singapore) and Eindhoven University of Technology (Netherlands).
- 2. What are your main areas of research interests?**  
My main area is operations and supply chain management. In recent years I focus more on the interface between operations and finances, including supply chain finance. Beside these, I am also interested in healthcare operations management.
- 3. What are your most significant research contributions to date?**  
In my earlier career, I have published researches in leading academic journals in management and engineering, including Operations Research, European Journal of Operational Research, IEEE transactions on Automatic Control, etc. My recent paper on Buyer-backed Purchase Order Finance (BPOF) is the first academic research on the innovative financing instrument to help small-and-medium suppliers. The profit-risk sharing mechanism can be extended to generate various financing schemes or instruments in supply chain and SME (small and medium enterprise) financing.
- 4. What are your research and/ or impact aims over the next few years?**  
I am still interested in working on interfaces between operations and finance, especially in cases relevant to SME finance and sustainable finance, as well as the impact of Fintech on them both. I am keen to engage governments and industries to identify impactful applications of operations-finance coordination, and to help local supply chains in building competitiveness through the coordination.

### Dr Qian Li



- 1. Where are you from? Tell us a little about your background in a few sentences.**  
Born in Shanghai, I follow my passion and interesting opportunities around the world. I have been living, studying, and working in four distinct systems – China, Australia, U.S., and the UK – and travelled more than 25 countries in four continents. Settling in Scotland now with my husband, I'm always open for the next adventure to come along.
- 2. What are your main areas of research interests?**  
As a social constructivist, I study strategy and strategising issues in the entrepreneurship context using organization theory (mostly related to sociology and philosophy) as my lens.
- 3. What are your most significant research contributions to date?**  
I rarely think, if any, about changing the world. If my students, my research informants (mostly entrepreneurs and some c-suite executives to date), and fellow academics at AOM and SAP feel that my 'doing' (i.e., teaching, listening, advising, organising, supporting) somehow prompt their reflection, understanding, and respect of different values, perspectives, positions, and interests, and if our interactions can help problematize our assumptions about others and value our humanity, it's enough.
- 4. What are your research and/ or impact aims over the next few years?**  
My current pipeline is still around the insurance technology (insurtech) setting and a couple of papers about early ventures strategy making processes and field-level change regarding innovation and transformation in insurance industry. There are some pet projects, legacy projects, some promising opportunities. We will see how these things unfold.

### Dr Szu-Hsin Wu



- 1. Where are you from? Tell us a little about your background in a few sentences.**  
I am originally from Taiwan (an island on Pacific Ocean). I happen to spend most my lifetime on different islands, including studying my master's degree in the UK (the University of Southampton) and doing my PhD and Post-doctoral research in Republic of Ireland (Dublin City University and Trinity College Dublin, respectively).
- 2. What are your main areas of research interests?**  
My research so far focuses on 3 main areas: Service Marketing, Customer-centred Innovation and Business Sustainability. These research areas are applied to different contexts (e.g., hospitality services, sustainability innovation). But they share one common theme - creating value through collaboration.
- 3. What are your most significant research contributions to date?**  
My research has been published in the International Journal of Contemporary Hospitality Management and International Journal of Human Resource Development: Practice, Policy and Research.
- 4. What are your research and/ or impact aims over the next few years?**  
My research focus for the coming years is to explore how organisation can achieve 'true sustainability' (Triple Bottom Lines) through stakeholder collaboration and innovation.



# Staff Pen Pictures

## Professor Bruce Burton



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

My first interaction with the University of Dundee was as a BAcc undergraduate from 1987-1991. After working as a trainee accountant at PriceWaterhouseCoopers I then returned to Dundee to undertake a PhD in Finance in 1992. My first academic position was a lectureship in Finance at the University of Bath from 1997-1999 after which I joined the staff at Dundee, and was appointed to a Personal Chair in Finance in 2013.

### 2. What are your main areas of research interests?

My initial research focus was on market-based accounting research, with an emphasis on pricing inefficiencies around corporate announcements. Over the years, my work has moved further in the direction of market failure to explore regulatory deficiencies in corporate governance as well as problems linked to funding solutions for investment in renewables and Islamic banking proliferation. Much of this research is qualitative in nature and it was my experiences in this field that motivated me to try and develop space for such work via the establishment of a dedicated academic outlet.

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

Establishing the journal Qualitative Research in Financial Markets in 2009 represents my most significant contribution to the field. Over the years the journal has grown dramatically in terms of depth and reach, providing an outlet for work of this nature from across the globe and rising on many leading ranking lists and quality metrics. The success of the journal led me to launch the Centre for Qualitative Research in Finance, which staged its first international conference in Dundee in 2019 with further such events to come in locations around the world. The EU-funded work myself and colleagues recently undertook exploring the potential for crowdfunding to address market failures around renewable energy investments generated a number of key recommendations relating to the need for developments on both the supply and demand side; the associated project reports are starting to develop traction in practical debates.

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

Continued progress around the research centre and journal will be important, as qualitative analysis in the field of financial markets continues to thrive and these resources can play a prominent role in nurturing and disseminating such work. The results of the European renewables crowdfunding study suggest that the regulatory framework does not yet fully reflect the need and potential for supporting these investments and further analysis of the issues is urgently needed. A related matter involves the assimilation of alternative financing vehicles by multi-national financial institutions with implications for the communitarian ethos that drove the original growth in the area. Investigation of this trend and its impact on practice will be critical going forward.

## Dr Keith Dinnie



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

I am originally from Edinburgh but I have spent many years working abroad in places such as Japan, the Netherlands and Greece. I joined University of Dundee School of Business in January 2018 from Middlesex University, London, where I had been working for three years.

### 2. What are your main areas of research interests?

My research focuses mainly on place branding by cities, regions and countries. I am also interested in branding practices within the food and drink sector, particularly with regard to the use of provenance in brand strategy.

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

My book 'Nation Branding – Concepts, Issues, Practice' has been cited over a thousand times and has been translated into Chinese, Korean and Japanese. The third edition will be published by Routledge later this year. I have published papers on various aspects of place branding in academic journals such as International Marketing Review, Tourism Management, and Marketing Theory.

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

Much of my research over the next few years will focus on how place brands can emerge successfully in a post-Covid world.

## Staff Pen Pictures

### Professor Paul Allanson



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

I am a Professor of Economics in the School of Business. I am a graduate of Newcastle University (BSc Agric Econ) with a PhD from Manchester University. My major research interests lie in the area of applied microeconomics with a particular focus on the empirical analysis of welfare and inequality issues in a number of distinct fields of economic inquiry. A common theme linking much of my work is the development and application of modelling frameworks to enhance understanding of the distributional implications of economic policies and societal change.

**2. What are your main areas of research interests?**

The main focus of my research over the past decade has been on the dynamic relationship between health and socioeconomic status. The importance of this topic stems from the increasing recognition among policy makers that reductions in socioeconomic health inequalities will not be achieved through health policies and health care systems alone but will require action across the whole range of public policies that impact on the health of individuals and communities. My research in this emerging field has sought to develop longitudinal or follow-up methods to determine whether health inequalities primarily arise from chronic or transient patterns of social disadvantage, to monitor and explain changes in health inequalities over time, and to evaluate interventions designed to tackle health inequalities.

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

My most recent work establishes an ordinal framework for the comparative analysis of the performance of health care organisations. In particular, I have proposed novel stratification indices to measure the scale of the postcode lottery faced by patients as a result of the geographical variation in the quality of GP services across the country. Elimination of this postcode lottery would provide a measurable, policy-relevant objective to the extent that discrimination between patients on the basis of where they live is due to factors within the control of the national health service.

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

I am a founding member of Scottish Health Economics (SHE), which is a collaboration of health economists from Scotland's Universities, NHS and Government and aims to support, promote and further develop health economics in Scotland by bringing together researchers and users of health economics to explore the development and application of health economics in Scotland.





University  
of Dundee

## Feedback? Questions?

Get in touch:

[L.Y.Mcfarlane@dundee.ac.uk](mailto:L.Y.Mcfarlane@dundee.ac.uk)

