



Insight



Professor Simon Down
Deputy Dean Research and Enterprise,
Faculty of Business & Law,
Anglia Ruskin University



The research project team at the kick-off meeting in Leeuwarden (Netherlands)

Welcome

In this edition of Insight you will see that David Arkell has been successful in securing a large EU grant, which builds on our already substantial group of funded projects. This summer the preparations for the mock REF exercise will be taking place and I would be grateful if you could support Chris Ivory and Rohan Kariyawasam (our Faculty's two REF Convenors) in their work. This will be my last welcome message as I will be starting my new role as Professor of Entrepreneurship and Organisation at the University of Birmingham in May. I have worked at ARU for nearly seven years and have seen the quality and quantity of our research outputs double over that period. We also have a PGR environment that serves our PhD and DBA students well, and we have been consistently successful at winning large research and innovation projects. The Faculty should be proud of what's been achieved. I am excited to be returning to an academic role where I can focus more on research, but I am also sad to be leaving good friends. Finally, thank you for all the support and encouragement I have received over the years.

The Faculty of Business and Law won a project of over £620,000!

The Faculty of Business and Law has been successful in securing the Futures By Design project. With a budget of over £620,000, the FBL research team will work with an international partnership of industry, business, government and universities to research and develop a practical business-led focus on digital knowledge transfer, horizon scanning and data analytics skills needs of SMEs in our hinterlands (e.g. Fenland). Exploring the data and related skills of the SMEs located in our peripheral areas - beyond those located in the traditional growth hubs, such as Cambridge - it will grow know-how with SMEs in a co-productive way to help spread prosperity and social benefit for lesser connected communities.

FBL's Director of Business Dr David Arkell, who led on the bid, said "This research-development project plays

to ARU's strength and identity as a regional university - leading on growth and prosperity - working closely with business and communities for economic and social outcomes and impact."

The research team includes Professor Emanuele Giovannetti and Dr Rob Willis. The FBD project is part of FBL's growing cluster of research and projects centred around the UK's Industrial Strategy, the regional digital sector strategy, the ICT for Sustainable development goals and the promotion of new research paradigms supporting the so-called Industry 4.0, and the harnessing of digitisation in industry and business, and impacting on all parts of our lives.

For more information about this project, please contact David Arkell at david.arkell@anglia.ac.uk

Research Centres

The latest updates from our research centres

Innovation & Management in Practice (IMPact)

GrowIn 4.0' workshop

Professor Chris Ivory and the Research and Enterprise Team at the Anglia Ruskin School of Business and Law, organised a two day workshop to identify how we, as academics and support agencies in the North Sea region, can best help small and medium sized engineering enterprises make the adoption digital technology easier. The workshop involved 30 participants from five countries and 14 organisations as part of the University's 'GrowIn 4.0' Interreg project. Digital technology like, for example, smart sensors embedded in production processes, components and products allows engineering firms to innovate products faster and dramatically save costs through closer and automatic monitoring. Chris said 'our desk research has identified, however, that SME's lack confidence in their own ability to select and implement the technology solutions'. The workshop participants came up with a three-step support approach to help with this - starting with needs assessment, then identifying appropriate business and investment decision support tools and then assessing where new skills and training that might be needed. Chris said 'our aim is both to help SME's reach their own business goals and to give them the confidence to raise their ambitions'.

One of the outputs of the project will be



training hand-book Containing all of the tools we have identified and developed as part of the project. For more information please get in touch with Chris: chris.ivory@anglia.ac.uk

Centre for Pluralist Economics (CPE)

New Research Fellow

In September 2018, the Centre for Pluralist Economics welcomed a new Research Fellow, Dr Petra Sauer. In her research, Petra is concerned with the causes and consequences of social and economic inequalities which stem from unequal educational opportunities and labour market experiences across socio-economic groups.

Petra Sauer is a visiting fellow at the Luxembourg Institute for Socio-economic Research (LISER) and has been a research assistant at the Vienna University of Economics and Business, where she obtained her Ph.D from. For her dissertation on "Macro-economic Consequences of Education (In)equality", she received the Stephan-Koren prize.



Dr.

Petra Sauer receiving the award Kurt-Rothschild Prize

In October 2018, she received the prestigious award Kurt-Rothschild Prize for contributing to a progressive and plural approach to economics and disseminating scientific research to a broader public audience.

Centre for Pluralist Economics 2019 Seminar Series

Dr Imko Meyenburg has organised the Centre for Pluralist Economics 2019 Seminar Series with support from Petra.

Imko said 'we are very proud to welcome Dr Brendan Burchell, Dr Carolina Alves (both from University of Cambridge), Dr Stella Sophie Zillian (from WU Vienna in Austria) and Prof Chris Land (ARU). The seminar series is aimed at providing a platform for interdisciplinary, non-mainstream research at the intersection of economics, sociology, international business and management, and philosophy.

For questions about the seminars series, latest news or how to get involved, please email Imko (imko.meyenburg@anglia.ac.uk).

The Vice Chancellor's PhD Studentship

In September 2018, Benjamin Harvey was granted the VC studentship to study his PhD with Prof Nick Drydakakis. Benjamin's research is on ' LGBTI Middle-aged and Seniors' Socioeconomic and Wellbeing Experiences. A Dynamic Investigation in the UK'. The overarching aim of the study will be to explore how past life experiences and moderating factors affect current socio-economic and wellbeing experiences of LGBTI middle-aged/seniors.

On 4 September 2018, Dr Eglė Dagilytė, Senior Lecturer in Law, was invited to present the paper on the future of solidarity in European Union law at the University Association of Contemporary European Studies (UACES) annual conference in Bath.

This international interdisciplinary panel brought together experts from the fields of law, philosophy, history and political economy.

Eglė's paper, entitled 'Solidarity: A General Principle of EU law?' and based on the book chapter published by Edward Elgar in May 2018, questioned to what extent the various provisions mentioning solidarity in the EU Treaties and case law could be used by claimants in national courts and before the European Court of Justice to obtain legal remedies. It concludes that while currently

solidarity could be conceptualised as EU fundamental value, it cannot be considered a justiciable general principle of EU law that has legal 'bite' in practice. After the conference, the panel or

ganisers invited Dr Dagilytė to give a guest lecture on European solidarity in February 2019 at the University of West England.

The conference and the solidarity panel updates can be found under Twitter hashtag #UACES2018.

The blog post about a panel discussion on the Concept of Solidarity, written by Dr Noelle Quenivet, is available here: <https://bit.ly/2NySr5d>

Eglė joined Anglia Ruskin University in 2015, after completing a traineeship at the Court of Justice of the European Union in Luxembourg. She had a productive research sabbatical which allowed to pursue her research interests in the fields of European Union

fundamental rights, EU citizenship, the functioning of the internal market and social policy, with high practical focus on how transnational legal rules are transposed into national systems and how this affects the lives of ordinary people.

Eglė said 'my sabbatical leave served as a springboard for several research projects that attracted external funding in 2018. Internationally, I won a grant of £1000 from the University Association of European Contemporary Studies (UACES) to organise an early career research symposium on Roma rights in Europe. This event will be held in May 2017, in collaboration with the Roma Discussion Group, convened by Can Yildiz (King's College London)'.



Dr Eglė Dagilytė

2018 Emerald Literati Awards: the winner is..... Prof Antonella Zucchella!

Antonella's article 'Industry 4.0, global value chains and international business' published in *Multinational Business Review* has been selected by the editorial team as an Outstanding Paper in the 2018 Emerald Literati Awards.

The article was chosen as a winner "as it is one of the most exceptional pieces of work the team has seen throughout 2017." The fulltext of this article has been downloaded 5985 times since 2017 (as of Feb 22nd 2019).

The article is the result of a collaboration with Professor Roger Strange at the University of Sussex. The joint research project aims at throwing light on the changes occurring in international business and particularly in global value chains, as a consequence of different factors, primarily new technologies of production.



Prof. Antonella Zucchella

Another paper "Digital transformation and the international strategy of the firm: how digital technologies affect the international marketing approach

in the footwear industry", part of the same project has been recently awarded at the conference on "Digital transformation and the internationalisation of firms" held in Palermo in early February.

Antonella took her PhD in management at Bocconi University, Milan. She is a Full Professor at Pavia University since 2001. She's also been PhD programme coordinator and Head of Department in Pavia University. Her research area is international business and international entrepreneurship.

If you would like to know more about her research, please contact Antonella at antonella.zucchella@anglia.ac.uk

News from Students

UG Research Internship scheme

Ana Turcitu graduated in BSc International and Business Management with 1st class honour in September 2018. She took part in the Undergraduate Research Internships scheme sponsored by RIDO. Ana worked as research assistant with Dr Imko Meyenburg on his project "Vagueness and its relevance for a precise Social Ontology". Imko commented 'Ana has contributed to the first draft of the paper with a 1421 word literature review of the CSOG group. She has then supported the presentation of the first draft at the ISOS Social Ontology 2018 - The 11th Biennial Collective Intentionality Conference, Tufts University, Boston. Ana's contribution have exceeded expectations and she developed a very good understanding of social ontology in the short period she was working on the paper'.

The aim of the scheme is to involve the UG students in the research environment within the Faculty and to develop research and other essential skills that students could apply to their future career. Ana said 'it was a good chance to enhance my communication and team work skills, and to develop knowledge on a subject that interests me. Having recently graduated, I was able to use the research skills I acquired while studying and apply them in this role. The opportunity to carry out academic work performed at high standards represents a good start for me as an undergraduate'. Ana also attended the conference in Boston, she said 'the conference in Boston was really interesting and I very much appreciated the opportunity to attend it. Something memorable! Student have just been recruited for the next round of Undergraduate Research Internship. We look forward to sharing with you the next successful story!



Ana Turcitu

Rana Zayadin - working with RIDO after her PhD

With a thesis on 'Understanding the entrepreneurs' context - A phenomenographic approach', Rana Zayadin was awarded her PhD from the Faculty of Business and Law in March 2018. Rana's research investigated the entrepreneurs' own understanding and experience of their context. Using phenomenography to explore the entrepreneurs understanding and experiences of context, the research introduced "framework of entrepreneurs' context", which explored the interplay between local and regional contexts as factors that influenced the entrepreneurs' activity and decision-making process.

. Also, the research investigated the role of training in addressing some of the challenges identified in the entrepreneurs' context shedding more light into their understanding. As a result, context carries different meanings within entrepreneurial activity, and thus the variability in, and idiosyncratic nature of, the entrepreneurs' context is captured through the framework.

After completing her PhD, Rana joined to the Research and Innovation Development Office (RIDO) as Partnerships Development Manager. Rana said 'I am excited to be part of the team that will serve as an enabler for start-ups and SMEs. In my new role I will

be working with industries on identifying commercialisation opportunities from research. This opportunity compliments her PhD studies in entrepreneurship. While Rana's research captured the entrepreneurs' context in Jordan, a developing country surrounded by regional political instability. Rana added 'through research, I have gained insights on the role the contextual factors play in the entrepreneurial activity and their impact on start-ups success. My PhD studies has further developed my skills and encouraged me to take on challenging roles and further develop my skills into the practical side of entrepreneurship through my role at RIDO'.



Rana Zayadin

PhD Completions

Congratulations on your achievements:

Alansari Shadi (1st supervisor Sophie Hales)

Al-Khamiseh Mohonnad (1st supervisor Aldo Zammit Borda)

Anugwu Clara (1st supervisor Diane Keeble-Ramsay)

Dias Carolas Ricardo (1st supervisor Chris Ivory)

Jabbar Hakem (1st supervisor Handy Tan)

Mangroo Carl (1st supervisor John Webb)

Nurse Louis (1st supervisor Trevor Bolton)

Walsh Lewis (1st supervisor Simon Down)

The latest articles and papers accepted and published

Farny, Steffen and Kibler, Ewald and Down, Simon (2018) Collective Emotions in Institutional Creation Work. *Academy of Management Journal*. ISSN 0001-4273

Hales, Sophie and Riach, Kathleen and Tyler, Melissa (2018) Putting sexualized labour in the picture: Encoding ‘reasonable entitlement’ in the lap dancing industry. *Organization*. ISSN 1461-7323

Tyler, Melissa (2018) Putting sexualized labour in the picture: Encoding ‘reasonable entitlement’ in the lap dancing industry. *Organization*. ISSN 1461-7323

Drydakis, Nick (2018) School-age bullying, workplace bullying and job satisfaction: Experiences of LGB people in Britain. *Manchester School*. ISSN 1467-9957

Rao, Narasimha D. and Sauer, Petra and Gidden, Matthew and Riahi, Keywan (2018) Income inequality projections for the Shared Socioeconomic Pathways (SSPs). *Futures*. ISSN 0016-3287

Kirby, S. I., Duignan, M. B., McGillivray, D., (2018). Mega-sport Events, Micro and Small Business Leveraging: Introducing the “MSE-MSB Leverage Model”. *Event Management*, Volume 22, Number 6, 2018, pp. 917-931(15) <https://doi.org/10.3727/152599518X15346132863184>



Ameen, Nisreen and Willis, Robert and Shah, Mahmood Hussain (2018) An examination of the gender gap in smartphone adoption and use in Arab countries: a cross-national study. *Computers in Human Behavior*, 89. pp. 148-162. ISSN 0747-5632

Meyenburg, I., 2018. Choices under Epistemic Pluralism in Economics. *International Journal of Pluralism and Economics Education*, 9(4), pp. 339-357.

McCabe, D., Ciuk S. and Russell, S.(2019) ‘Understanding and Analysing Resistance to Management Ideas’ in *The Oxford Handbook of Management of Ideas*

Sauer, Petra (2019) The Role of Age and Gender in Educational Expansion: The South Asian Experience in the Global Context. *Review of Income and Wealth*. ISSN 1475-4991 (Accepted)

Pereira, G., Tzempelikos, N., Trento, L., Trento, C., Borchardt, M., and Viegas, C. (2019) “Top managers’ role in key account management”, *Journal of Business & Industrial Marketing*

New report explores building higher education curricula fit for the future

A new report by researchers from the Centre for Innovation in Higher Education (CIHE) has been published by Advance HE (formerly HEA). Dr Simon Pratt-Adams and Dr Emma Coonan were commissioned in May 2018 to undertake the study, which explores the ways in which Higher Education Institutions (HEIs) are responding to the UK’s Industrial Strategy.

The research informs the sector’s understanding about how the vision detailed in the UK’s Industrial Strategy is articulated through approaches

to learning and teaching in HE and contributes to policy debates in this area around academic, technical and vocational qualifications.

The report features responses from Vice Chancellors and Deputy Vice Chancellors from a range of higher education institutions showcasing innovative learning, teaching and curriculum design approaches supporting employability development. Dr Ben Brabon, Academic Lead for Arts, Humanities and Social Sciences at Advance HE, said: “The project report reveals that HEIs have a high level of awareness of the challenges set out in the Industrial Strategy and are responding through the ongoing development of their approach to learning and teaching so that it is more active, participatory and work-integrated.”

At the same time, the report raises significant questions about how best to develop life-long learning to meet the regional and national skills and employment requirements in the future, as well as highlighting that it is essential for Higher

Education to develop a complex range of skills, abilities and personal attributes across discipline areas.

Read the full report and visit the project’s dedicated page on the CIHE website to find out more:

<https://www.anglia.ac.uk/anglia-learning-and-teaching/centre-for-innovation-in-higher-education>

The Conversation contributions:

Dr Terri Simpkin

<https://theconversation.com/toxic-workplaces-are-feeding-the-impostor-phenomenon-heres-why-103892>

Prof Emanuele Giovannetti

<http://theconversation.com/facebook-needs-regulation-heres-why-it-should-be-done-by-algorithms-112076>

We encourage all academics to pitch an article idea to *The Conversation*, to do so please visit:

<http://theconversation.com/uk/pitches>

Upcoming Events

Research business engagement and PGR related events happening in the Faculty of Business & Law. If you are interested in any of the events listed below, please contact the relevant person or book a place.

Date and Time	Title and Presenter	Location	Organiser	Contact/ book a place
Friday, 24 May 2019 9:30 -17:00	Roma Rights in Europe: Cross-disciplinary Approaches New Researchers Symposium	SCI 105, Sci 099 Cambridge	Dr Egle Dagilyte	https://romarights.eventbrite.co.uk
Friday, 5 July 2019 09:30-17:00	Pedagogic Research Writing Retreat	Hughes Hall, Cam- bridge, CB1 2EW	Dr Simon Pratt-Adams & Mark Warnes	cihe@anglia.ac.uk
Wednesday, 13 June 2019 12:00-14:00	Writing for Public Audiences Workshop	MAB108 Chelmsford	RIDO	https://www.eventbrite.co.uk/e/writing-for-public-audiences-workshop-chelmsford-tickets-44640132839
Thursday, 20 September 2019 12:00-13:00	Intellectual Property for Creative Academics	MAB 201 Chelmsford	RIDO	https://www.eventbrite.co.uk/e/intellectual-property-for-creative-academics-chelmsford-tickets-45132559701

Welcoming your feedback and news

If you'd like to share a piece of news or an event in **Insight**, comment on our newsletter, or would like to find out more about our faculty's research pursuits, please send an email to the Editor, Sandra Di-Eleonora in the Research and Enterprise Team (RET):

sandra.di-eleonora@anglia.ac.uk