



**Business School
Research and
Knowledge
Exchange News**

**University
of Dundee**

November 2022

Introduction

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

We hope everyone enjoyed the summer and had some time off to relax. Now ready to kick off the academic year with gusto!

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. 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 welcome new colleagues to the School and will be sharing their profiles in the coming newsletters. We are also very sad to see some colleagues move onto pastures anew and would like to thank them and wish them the best of luck - James Robertson, Dr Stephen Knox and Dr Nicholas Li. Please keep in touch with all your news!

Professor Norin Arshed
Associate Dean Research and Knowledge Exchange





Good news stories

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

PRME SIP Award

The School of Business was awarded the PRME Sharing Information on Progress (SIP) award. The School is honoured by this important recognition.



- a presentation of research conducted on the origins and development of the department (by Dr Renzo Cordina, Dr Alison Fordyce and Prof David Power);
- talks by Greg Colgan (Chief Executive of Dundee City Council) and Adair Simpson (Deputy Chief Executive Officer of Carnoustie Golf Club) on Dundee's future;
- a presentation by Professor David Collison reflecting on the contribution of Professor Rob Gray during his time in the Department of Accountancy and Business Finance;
- a discussion with alumni and members of the business community on the future of the profession and accounting education and;
- dinner with alumni and former staff at the V&A Museum.
- Research interviews with former staff at the time of the Department of Accountancy's founding in 1972 suggested that a separate department for the discipline was established at this time because of (i) growing "respect" for the discipline of accounting within the University of Dundee, (ii) the potential income stream from students wanting to study the subject and join the profession, (iii) the establishment of similar departments in other universities and, (iv) the desire by the accountancy profession for a graduate entry route.

Celebrating 50 Years of Accountancy

2022 marks the 50th Anniversary of the Department of Accountancy at the University of Dundee. As part of the celebrations, the Department organised 2-days of events on the 26th and 27th August. At these events, alumni, former colleagues and the business community was invited. The events included:

- a welcome by the Principal (Professor Iain Gillespie) and the Dean of the School of Business (Prof Morris Altman);
- videos by the University archivist, Dr Kenneth Baxter on the history of the department of Accountancy, and also its building (1 Perth Road);



Media Coverage: That sounds healthy! Audio and visual frequency differences in brand sound logos modify the perception of food healthfulness

Dr Abhishek Pathak's paper (Techawachirakul, Pathak, & Calvert, (2022) was given coverage by Channel News Asia. Food Quality: [youtube.com/watch?v=4I5sKwE9-MY](https://www.youtube.com/watch?v=4I5sKwE9-MY)

Dr Abhishek Pathak's work was also covered in the Market Business News from his work 'Cross Modal Correspondences: Making the Most Out of It' which can be found at the following link: marketbusinessnews.com/cross-modal-correspondences-making-the-most-out-of-it/294808

Academy of Management (AOM) Awards

Congratulation to Dr Qian Li who was awarded two honours at the Academy of Management annual conference:

1. 2022 Best Reviewer Award at the Academy of Management
2. 2022 Outstanding Contribution to the SAP Community Award

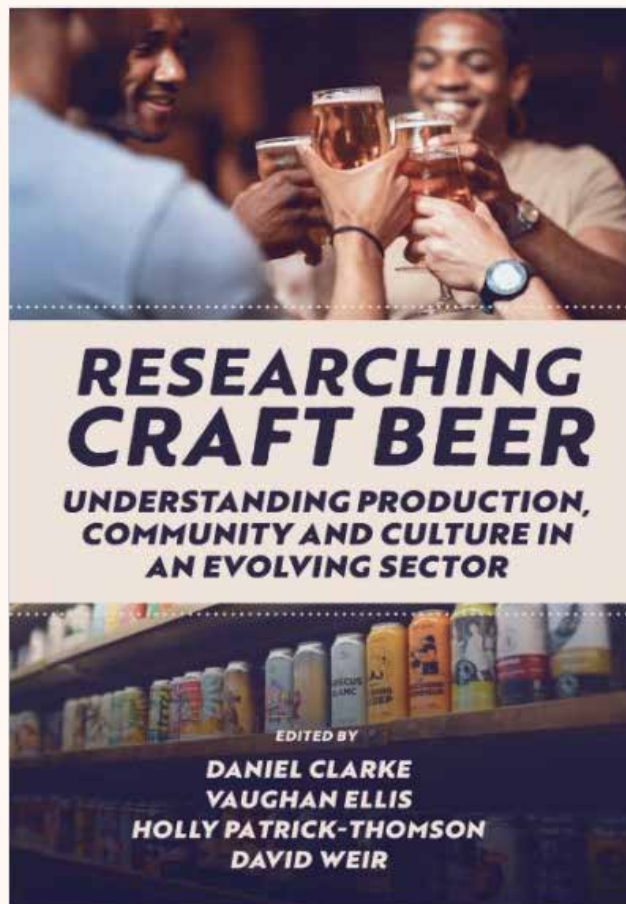
IFS Grade Inflation Report

The School of Business (university degree class) grade inflation report was published inews.co.uk/news/education/university-first-class-degree-earn-more-2-1-after-five-years-1583157. IFS press release: ifs.org.uk/publications/16031

Professor Yu Zhu presented this paper at Crieff Hydro hotel in the InSaNE (standing for Scotland and Northern England Applied Microeconomics actually) Workshop.

International Woman's Day invited presentation at Durham University

Dr Daniel Clarke along with Holly Patrick-Thomas co-researcher/co-editor of the Researching Craft Beer book, were invited by Publisher of Brewers Journal Canada, to present their work as part of the Brewers Lectures series.



Impact Sessions

Professor Norin Arshed has been invited to host an impact session for colleagues in the Centre for Entrepreneurship and Spatial Economics, Jönköping International Business School, Jönköping University in November.

Book Publication: Altman, Hannah, Morris Altman, Benno Togler, eds. (2021). Behavioural Sport Economics. New York: Routledge. The first such edited book on behavioural sport economics.

Professor Altman also contributed to three chapters as well as leading the editorial.

Bridging Practice and Research

Beckwith J., Goldrick S., Nixon W. and Kourtzidis S. 2022. Biopharma 4.0—The Talent Continuum: Staying Afloat in Biopharma Talent Pool. Genetic Engineering & Biotechnology News. Can be found at: genengnews.com/topics/bioprocessing/biopharma-4-0-the-talent-continuum-staying-afloat-in-biopharma-talent-pool

Interactive Workshop: Can Do Collective

An interactive workshop was arranged on Friday 8th July led by Dr. Seemab Farooqi and Dr Stephen Knox on the Can Do Collective. This workshop was part of the research project exploring the impact of co-working spaces on users, communities, and regions and was attended by key participants from Social Enterprise, Bright Red Triangle (Edinburgh Napier University), The Circle, The Melting Pot, Abertay University, Glasgow Collective, and Business Gateway. This workshop facilitated an engaging discussion with peers involved in the operations and community engagement of co-working spaces. They all contributed to the study by sharing our insights, practices, and some of the feedback they had captured from their users. This workshop provided an opportunity to inform the research project and contributed to the development of an impact assessment framework. At the same time, it also provided an opportunity for peer-to-peer knowledge exchange and an opportunity for networking. The next phase is the dissemination of research findings, and it is intended to host another workshop where key participants will be invited for knowledge exchange.





Conferences hosted by the School of Business

Professor Allanson organises SGPE PhD Conference

The Scottish Graduate Programme in Economics is a collaborative venture between eight top Scottish universities which offers three taught masters programmes in economics and a range of events and training activities for affiliated PhD students. Professor Paul Allanson in his role as SGPE PhD Co-Director organised the 2022 SGPE PhD Conference, which was held in person for the first time since 2020.

The main purpose of this annual event is to give affiliated PhD students the opportunity to present their work and receive feedback on it from an academic not located at their own institution. This year 24 students made presentations while 20 members of staff, including six from Dundee, acted as discussants. The inaugural SGPE PhD Student Presentation Prize was awarded to Yaoyao Xu from the University of Edinburgh for her presentation “Reasoning and Learning in Dominance Solvable Games: An Experimental Study.”

The conference programme also included keynote sessions from Andrew Clausen and Chris Staphenurst (University of Edinburgh) on the process of writing a research paper and Mairi Spowage (University of Strathclyde) on the broader impact of economic research. Participants had the opportunity to network during breaks in the programme and at the conference dinner.

UDSB hosts Scottish Health Economics one-day event

UDSB hosted a Scottish Health Economics one-day event in the Dalhousie building on 6 September. SHE aims to support, promote and further develop health economics in Scotland by bringing together health economists from across academia, the NHS and government. Scotland has a rich source of routine data and has been a pioneer in the use of linked health service data, with the morning session providing an overview and applications with a view to encouraging its wider use and explore potential collaborations. The afternoon programme consisted of a number of short presentations by early career health economists (organised by the Scottish Health Economics Early Career network) and a session on careers in health economics. The event was a great success with more than 50 participants attending the event in person and another 50 virtually.

Funding awards

Research with impact into healthcare management in NHS Scotland

Colleagues in the School have been successful in winning two recent awards for research into healthcare management. These awards build earlier successes in income generation in the attraction, engagement and retention of staff in the NHS in Scotland.

The first is for £17,600 to Professor Graeme Martin awarded by a consortium of NHS Scotland employers, the British Medical Association and the Scottish Academy of Medical Royal Colleges to conduct research into the extent and reasons underlying doctors' early retirement and scaling down of work commitments. This phenomenon was recently highlighted by the Cabinet Secretary for Health as one of the major problems facing the NHS in Scotland, which is why these three bodies have come together for the first time to commission joint research.

The second is for seedcorn funding of £8000 by NHS Tayside to extend a UoD IDF grant to research into Employer Branding and Talent Management in NHS Tayside: What Does Good Look Like From an Employee Perspective? Professor Graeme Martin, Dr Stephanie Schreven, Professor Norin Arshed and Dr Keith Dinnie have conducted an extensive interview programme over the summer with employees across all types of occupations and career stages in NHS Tayside to understand their past and present experiences of work and what a positive future would look like. This work provides an important evidence-base to underpin NHS Tayside's strategic ambitions to enhance the Board's reputation as an employer of choice with existing and potential employees and to enhance its reputation as a key anchor institution in the regional economy. Further work is planned for further research into future sensemaking of 'what good looks like'.

Successful Grant Award: How controls in accounting systems are developed to maintain pace with developments in technology

Professor David Power, Dr Alison Dordyce and Dr Rasha Abdelbadie were successful in securing \$10,000 AUS to support two case studies to investigate how controls in accounting systems are developed to maintain pace with developments in technology.

These controls include those required to maintain the integrity/ethics of business practices as well those to ensure the robustness and accuracy of information produced. As such, the following research questions will be addressed:

1. How, when and what control systems are designed and implemented for new technologies in the case study organisations?
2. What controls ensure the integrity of data, decision making and processes for new technologies in the case study organisations?

The case studies will comprise interviews with key people in the organisation who source, use, analyse, report and visualise data from warehouses created by various technologies. The auditors of both organisations will be also be approached for their views. In addition, the two research teams will observe daily practices of various personnel interacting with data and technology. Furthermore, we would review relevant documents, including procedure and policy manuals for IT, Finance and Internal Audit and Assurance staff as well as Operational staff to assess the controls that have been identified and implemented by the relevant organisation.

Funding awards continued

2022 PRME Research Seed Funding Competition

Dr Yang Wang and Dr Nicolas Li were successful in securing PRME funding for their project 'Be kind to mother nature: Are female independent directors greener in the UK?'.

This was an excellent proposal on an important topic with a strong connection to the objectives of PRME, as well as several SDGs.

Successful Grant Award

Dr Jihye Kim was awarded £7,500 funding from Anglia Ruskin University with collaborators (I-Shou Chen from Anglia Ruskin University, Wladislaw Rivkin from Trinity College Dublin, Jiwon Song from University of Edinburgh) for the project titled 'The Role of Industry 4.0 Technologies and Employee Wellbeing and Creativity'.

Seedcorn Funding

Dr Renzo Cordina, Professor Bill Nixon, Professor David Power and Dr Yang Wang have been awarded seedcorn funding of £1,000 from the School of Business. This research is being carried out with the help of Jack Pringle (BAcc graduate, 2022). This project will examine changes in reporting about corporate culture following new requirements issued by the Financial Reporting Council in 2018. Specifically, the disclosures about corporate culture in 2017 will be compared to those in 2021, to look at UK company compliance in this area. The topic of corporate culture is seen as a vital issue in promoting good governance within companies and reducing the likelihood of corporate scandals and company failure.



School seminar series

Impact seminar series:

The goal of this seminar series is to explore impact and how research and teaching can create impact outside academia. In other words, we are looking for 'An effect on, change or benefit to the economy, society, culture, public policy or services, health, the environment or quality of life, beyond academia' (The Higher Education Funding Council for England).

This semester Professors Norin Arshed and Graeme Martin will be delivering hands on sessions for staff. The sessions are as follows (seminar 1 was recorded and can be found in the Impact folder on Teams):

Title	Date/time	Teams link
Lessons from Impact Case Studies from REF2021	21 September 2022, 3-4pm	Click here to join the meeting
Drop-in for discussion about individual impact case studies	26 October 2022, 1-2pm	Click here to join the meeting
Drop-in for discussion about individual impact case studies	23 November 2022, 1-2pm	Click here to join the meeting

Research seminar series:

The purpose of the Research seminars is to (i) foster cross-discipline relationships within the School of Business research community; (ii) provide a platform for guest seminars with national and international external speakers; (iii) enhance the experience of research students.

This semester Stavros is organising the sessions for staff and PhD students. The sessions are as follows:

Guest speaker	Date/time	Teams link
Professor Colin Dey	12 October, 3-4pm	TBC
Management guest speaker (TBC)	9 November, 3-4pm	TBC

PRME Research Seminar Series:

The PRME seminars will now be running as the 'Sustainability/SDGs ECRs Forum' which evolve around the 17 SDGs. The University-wide and School based forum has the following objectives:

- To support early career researchers to realize their potential by providing opportunities to widen their networks across disciplines
- To facilitate greater engagement with the topic of sustainability/SDGs
- To develop interdisciplinary collaboration to create opportunities for early career researchers
- To strengthen our commitment to Principles for Responsible Management Education (PRME)

The forum will be led by Rasha Abdelbadie and Jihye Kim.

More news and information coming soon.

Economic Seminars

The goal of this seminar series is to promote high-quality research in Economics that is relevant to current events and policy debates. The seminars will bring together those working on a wide range of important topics to create a dialogue between academics, policymakers, practitioners, and the wider public.

The economic seminar series is run by Dr Daniel Borbely.

Guest speaker/title	Date/time	Teams link
Dr Angus Holfo : The Impacts of Universal Free School Meal Schemes in England	5 October 2022, 3.30-4.30pm	Click here to join the meeting
Dr Agnese Romiti: Reference Dependent Aspirations and Peer Effects in Education	19 October 2022, 3.30-4.30pm	Click here to join the meeting
Dr Ricky Kanabar: Intergenerational wealth transmission and mobility in Great Britain: what components of wealth matter?	2 November 2022, 3.30-4.30pm	Click here to join the meeting
Dr Jonna Olsson: Health dynamics and heterogeneous life expectancies	16 November 2022, 3.30-4.30pm	Click here to join the meeting
Dr Lorenzo Neri: Knocking it Down and Mixing it Up: The Impact of Public Housing Regenerations	30 November 2022, 3.30-4.30pm	Click here to join the meeting

Published outputs: March 2022 – June 2022

March 2022

Contributors	Title
Bruce Burton, Anne Fearfull	Riaz, U, Burton, B & Fearfull, A 2022, 'Emotional Propensities and the Contemporary Islamic Banking Industry', <i>Critical Perspectives on Accounting</i> .
Sudharshan Reddy Paramati	Gozgor, G & Paramati, SR 2022, 'Does energy diversification cause an economic slowdown? Evidence from a newly constructed energy diversification index', <i>Energy Economics</i> . doi.org/10.1016/j.eneco.2022.105970
Ahmed Hassan Ahmed, Bruce Burton, Theresa Dunne	Ahmed, AH, Elmaghrabi, ME, Burton, B & Dunne, T 2020, 'Corporate Internet Reporting in Egypt: A Pre- and Peri-Uprising Analysis', <i>International Journal of Organizational Analysis</i> .
Naimat Khan, Umair Riaz, Bruce Burton	Rashid, M, Khan, N, Riaz, U & Burton, B 2022, 'Auditors' Perspectives on Financial Fraud in Pakistan - Audacity and the Need for Legitimacy', <i>Journal of Accounting in Emerging Economies</i> .
Stephen Knox	Knox, S 2022, 'A practice approach to fostering employee engagement in innovation initiatives in public service organisations', <i>Public Management Review</i> . doi.org/10.1080/14719037.2022.2055775
Sudharshan Reddy Paramati	Bin Hasan, S, Alam, MS, Paramati, SR & Islam, MS 2022, 'Does firm-level political risk affect cash holdings?', <i>Review of Quantitative Finance and Accounting</i> . doi.org/10.1007/s11156-022-01049-9

April 2022

Contributors	Title
Yang Wang, Nicolas Li	Huang, C, Chang, X, Wang, Y & Li, N 2022, 'Do major customers encourage innovative sustainable development? Empirical evidence from corporate green innovation in China', <i>Business Strategy and the Environment</i> . doi.org/10.1002/bse.3123
Tom McKenzie	Gu, X, Hua, S, McKenzie, T & Zheng, Y 2022, 'Like father, like son? Parental input, access to higher education, and social mobility in China', <i>China Economic Review</i> , vol. 72, 101761, pp. 1-17. doi.org/10.1016/j.chieco.2022.101761
Abhishek Pathak	Pathak, A & Motoki, K 2022, 'Evaluating brand names without vowels', <i>Food Quality and Preference</i> , vol. 97, 104450. doi.org/10.1016/j.foodqual.2021.104450
Bruce Burton	Rashid, M, Khan, NU, Riaz, U & Burton, B 2022, 'Auditors' Perspectives on Financial Fraud in Pakistan - Audacity and the Need for Legitimacy', <i>Journal of Accounting in Emerging Economies</i> . doi.org/10.1108/JAEE-04-2021-0135
Alastair Watson	Zakaria, N, Sehgal, R, Kamaruddin, 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', <i>Journal of General Management</i> .

June 2022

Contributors	Title
Szu-Hsin Wu	Wu, S-H, Coughlan, P, Coughlan, D, McNabola, A & Novara, D 2022, 'Developing Green Process Innovation Through Network Action Learning', Creativity and Innovation Management, vol. 31, no. 2, pp. 248-259. doi.org/10.1111/caim.12484
Abhishek Pathak	Motoki, K, Park, J, Pathak, A & Spence, C 2022, 'The connotative meanings of sound symbolism in brand names: A conceptual framework', Journal of Business Research.
Morris Altman	Altman, M 2022, 'The Importance of Context for the Development of Labour Market Theory and Policy', Journal of Contextual Economics, vol. 141 (2021), no. 1-2, pp. 109-127. doi.org/10.3790/schm.141.1-2.109
Alastair 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.



Published outputs: July 2022 – August 2022

July 2022

Contributors	Title
Norin Arshed, David Power	Natpraypant, V, Arshed, N & Power, D 2022, 'The Introduction of Anti-Tax Evasion Legislation in Thailand: An Institutional Theoretical Perspective', Accounting Forum. doi.org/10.1080/01559982.2022.2092813
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, vol. 99, 104544. doi.org/10.1016/j.foodqual.2022.104544
Alastair 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.
Renzo Cordina	Maclean, F, Cordina, R & Gannon, MJ 2022, 'Caught in a trap? Financial Fair Play Regulations and the case of Scottish football', Qualitative Research in Financial Markets, vol. 14, no. 4, pp. 584-601. doi.org/10.1108/QRFM-02-2021-0031
Sudharshan Reddy Paramati	Bin Hasan, S, Alam, MS, Paramati, SR & Islam, MS 2022, 'Does firm-level political risk affect cash holdings?', Review of Quantitative Finance and Accounting, vol. 59, pp. 311-337. doi.org/10.1007/s11156-022-01049-9

August 2022

Contributors	Title
Sudharshan Reddy Paramati	Safiullah, M & Paramati, SR 2022, 'The impact of FinTech firms on bank financial stability', Electronic Commerce Research. doi.org/10.1007/s10660-022-09595-z
Paul Allanson	Allanson, P & Cookson, R 2022, 'Comparing healthcare quality: a common framework for both ordinal and cardinal data with an application to primary care variation in England', Health Economics. doi.org/10.1002/hec.4597
Yu Zhu	Huang, B, Tani, M, Wei, Y & Zhu, Y 2022, 'Returns to education in China: Evidence from the great higher education expansion', China Economic Review, vol. 74, 101804. doi.org/10.1016/j.chieco.2022.101804
Alastair 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.
Rongrong Sun	Funke, M, Sun, R & Zhu, L 2022, 'The credit risk of Chinese households: A micro-level assessment', Pacific Economic Review, vol. 27, no. 3, pp. 254-276. doi.org/10.1111/1468-0106.12367

PhD programme update

The school has made some changes to the PhD upgrade process recently. Specifically, the PhD upgrades will be held on-campus from Semester-1, 2022 and all staff and PhD students are welcome to attend these upgrade presentations. It is important to note that we continue to have PhD upgrade panel, which consists of PhD Director and two academic faculties – specialist and non-specialist, to assess the work and provide constructive feedback and suggestions to the student. This new change is expected to improve the overall evaluation of the upgrade process and transparency.

PhD Successful Awards

Congratulations to Accounting and Finance PhD candidate, Mubarak Jalingo who successfully defended his PhD thesis titled 'Country risk and stock market performance in Africa' supervised by Dr Suzanne Fifeild and Professor David Power

Congratulations to Accounting and Finance PhD candidate, Ahmed Alrashed who successfully defended his PhD thesis titled 'Corporate Governance and Earnings Management in Saudi Arabia' supervised by Professor Bruce Burton and Dr Gizella Marton.



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Feedback? Questions?

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