



# **Leeds University Business School Doctoral Conference**

**Friday 21 June 2024**

**Cloth Hall Court, Quebec Street  
Leeds City Centre**

# **LUBS Doctoral Conference 2024**

## **About the Conference**

Location: Cloth Hall Court, Quebec Street, Leeds LS1 2HA

The LUBS Doctoral Conference will bring together Postgraduate Researchers (PGRs) from all departments providing them with a platform to present excellent and frontier research.

Our aim is to foster strong research connections among PGRs, Early Career Researchers (ECRs), supervisors, and colleagues in the Business School. PGRs will have the opportunity to develop research presentation and communication skills, receive constructive feedback, and inspire researchers across centres and departments in the School.

The includes a mix of plenary, panel and breakout sessions. The breakout sessions will follow a Pecha Kucha, short presentation, methodology to allow for as many people in our community to participate as possible, and to provide plenty of space for discussion and dialogue.

The Business School has research strengths across many fields and disciplines, with theoretical, methodological and empirical depth that can offer insights and solutions to the most challenging and pressing of issues, be they corporate, policy-related or more societal.

## LUBS Doctoral Conference 2024

# Programme

<b>9:00 - 9:15</b>	<b>Arrival &amp; refreshments</b>	<b><i>Merchants Hall</i></b>
9:15 - 9:30	Welcome from the Dean	<i>Herringbone</i>
9:40 - 11:05	Parallel sessions 1 - 4	<i>(see below)</i>
<b>11:05 - 11:35</b>	<b>Break &amp; poster session</b>	<b><i>Herringbone</i></b>
11:35 - 12:50	Publishing session	<i>Herringbone</i>
<b>12:50 - 13:50</b>	<b>Lunch</b>	<b><i>Merchants Hall</i></b>
13:50 - 14:55	Parallel sessions 5 - 10	<i>(see below)</i>
<b>14:55 - 15:10</b>	<b>Break</b>	<b><i>Merchants Hall</i></b>
15:10 - 16:15	Parallel sessions 11 - 15	<i>(see below)</i>
<b>16:15 - 16:30</b>	<b>Break</b>	<b><i>Merchants Hall</i></b>
16:30 - 17:45	Graduate experience session	<i>Herringbone</i>
<b>17:45 - late</b>	<b>Drinks reception &amp; awards</b>	<b><i>Merchants Hall</i></b>

### **Room Guide**

*1<sup>st</sup> Floor: Herringbone Suite; Cotton, Tailors, Bobbin*

*2<sup>nd</sup> Floor: Tweed, Denim, Wool, Seamstress*

# LUBS Doctoral Conference 2024

## **Arrival & Refreshments: 09:00-09:15**

***Merchants Hall***

## **Welcome from Professor Julia Bennell: 09:15-09:30**

***Herringbone, 1<sup>st</sup> floor***

## **Parallel Sessions 1-4: 09:40-11:05**

### **Parallel Session 1, Management**

***09:40-11:05, Tweed, 2<sup>nd</sup> floor***

09:40-10:00	Motivations and barriers to positive socio-environmental impact work in Brazil	Felipe Brescancini
10:00-10:20	Understanding food hygiene behaviours in food business kitchens	Can Cheng
10:20-10:40	TABULAR IMAGE: A METHOD TO CONVERT TABULAR DATA TO IMAGES FOR CONVOLUTIONAL NEURAL NETWORKS	Junhao Liang
10:40-11:00	Servant leadership in the Nigerian Public and Private sectors	Abioye Dada

Session Chair: Nicky Shaw

Discussant: Matt Davis

### **Parallel Session 2, Management**

***09:40-11:05, Wool, 2<sup>nd</sup> floor***

09:40-10:00	Gender Diversity in tech-based start-ups teams and Innovation performance: Exploring the Role of Internal Dynamic and Institutional Pressures	Nita Yalina
10:00-10:20	EXPLORING THE DIVERSITY OF TECHNOLOGY FRAMES AND THE EFFECTIVE USE OF DIGITAL ARCHIVAL PROJECTS IN ORGANISATIONS	Bashaer Alrukaibani
10:20-10:40	Coopetition and Knowledge Sharing in SMEs: The Saidi Tourism Industry Perspective: Empirical Study	Nahed Alghamdi

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10:40-11:00	Is AI for big companies only? Investigating the adoption of AI in the SME sector and whether explainable AI can help	Ahmad Alhamidi
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Session Chair: Romain Crastes dit Sourd

Discussant: Nick Williams

### Parallel Session 3, Accounting & Finance

**09:40-11:05, Denim, 2<sup>nd</sup> floor**

09:40-10:00	SINK OR SWIM: TOURNAMENT INCENTIVES AND STRATEGIC MISCONDUCT	Wenqi Guo
10:00-10:20	Uncovering the role of uncertainty aversion in financial markets	Argyro Angeli
10:20-10:40	The effect of migration on deposit rates and the transmission of monetary policy	Andrea Charalambous
10:40-11:00	ESG Ratings' Disagreement and Investors' Opinion Divergence	Mohammed Quotb

Session Chair: Kevin Keasey

Discussants: Costas Lambrinoudakis, Ali Altanlar, Nick Wilson, Effie Symitsi

### Parallel Session 4, Work & Employment Relations

**09:40-11:05, Cotton, 1<sup>st</sup> floor**

09:40-10:00	Women's underrepresentation in leadership roles in Indian BPO Industry	Parul Srivastava
10:00-10:20	Helping others or helping each other? Reconsidering volunteer work as a non-employment labour exchange dynamic.	Kai Zhao
10:20-10:40	Doing Extreme Work, <i>Doing Gender</i> : Evidence from Nigerian Retail Banks	Chinelo Nwachukwu

Session Chair: Charles Umney

Discussant: Helen Norman

## **Refreshment Break and Poster Session – 11:05-11:35**

### ***Herringbone, 1<sup>st</sup> floor***

1. Exploring the reasons behind why Community Health Workers continue their work despite low pay: A study of ASHA workers' experiences from Bihar, India  
***Riya Chaudhary***
2. How Culture Shapes Consumer Response to Artificial Intelligence: The Negative Role of Individualism  
***Maren Dömer***
3. Systemic Interdependencies and Resilient Healthcare Organisation: A case study of flood-affected healthcare facilities in Malaysia  
***Mawaddah Ghazali***
4. The effects of policy of Intellectual Property pilot city on firms' innovation  
***Jiayi Hu***
5. The working experience of Chinese professional women in the UK (I'm still exploring it, so changes may have for the final poster)  
***Yuqi Ji***
6. How does the adoption of blockchain technology impact information interoperability within the humanitarian sector  
***Anas Khitou***
7. The factors associated with household food waste: socio-demographic factors and food waste prevention behaviours  
***Chuyao Kuang***
8. Exploring relationships between people analytics adoption and organisational performance  
***Jiaji Li***
9. Macroeconomic policy control and financial cycle fluctuation  
***Yanhao Ma***
10. Green investment efficiency on multinational enterprises' environmental outcomes  
***Xiaoyin Na***

## **Publishing Session – 11:35-12:50**

### ***Herringbone, 1<sup>st</sup> floor***

In this session you will hear from members of LUBS academic staff who are also current or former academic journal editors. This session will focus on the challenges in getting published and will include:

- How to build network of co-authorship, who should I be co-author with?
- Advice and tips on working with co-authors
- What makes a great contribution
- How to deal with reviewers' comments
- How to deal with rejection

There will be plenty of time to ask your questions to the panel members.

### **Panel members:**

- Omar Al-Tabba, Professor in International Business & Strategy / Director of Research & Innovation
- Costas Katsikeas, Professor of Marketing & International Management
- Muhammad Ali Nasir, Associate Professor in Economics
- Jatinder Sidhu, Chair in Strategic Management & Organisation

### **Chair:**

Mark Stuart, Pro Dean for Research and Innovation

## **Lunch: 12:50-13:50**

### ***Merchants Hall***

## **Parallel Sessions 5-10: 13.50-14.55**

### **Parallel Session 5, Management**

**13:50-14:55, Tweed, 2<sup>nd</sup> floor**

13:50-14:10	I know; therefore I am. Crafting the strategic identity of a university hub organisation (UHO) in an emerging innovation ecosystem.	Michael Nkrumah
14:10-14:30	From Industry 4.0 to Industry 5.0: Explaining How to Achieve a Sustainable Future for ICT and Humanity Together with the E-hailing Industry	Yushan Yang
14:30-14:50	Exploring the Relationships Between Ethical Leadership, Employee Perceptions of Illegitimate Tasks, and Well-being: The Moderating Role of Justice Sensitivity	Norah Alsalhi

Session Chair: Louisa Hill

Discussant: Romain Crastes dit Sourd

### **Parallel Session 6, Accounting & Finance**

**13:50-14:55, Denim, 2<sup>nd</sup> floor**

13:50-14:10	Public Prices and Private Deals: Rack Rates and Cost Transparency in Institutional Investment	Oliver Bell
14:10-14:30	Is shipping steering US manufacturer's stock returns?	Rúben Belchior
14:30-14:50	Do Critical Audit Matters impact Management Discussion & Analysis?	Ahmed Ahmed

Session Chair: Danilo Mascia

Discussants: Alan Duboisée de Riquebourg, Ahmet Karpuz, Lu Qiao

### **Parallel Session 7, Economics**

**13:50-14:55, Seamstress, 2<sup>nd</sup> floor**

13:50-14:10	Oil price shocks and bank performance: the productivity and efficiency of GCC-listed banks.	Khawlah Aljunidel
14:10-14:30	Kill me if you can: early life adversity and resilience	Youxing Zhang
14:30-14:50	FDI's effect on poverty: unveiling the employment channel	Belyse Umwali

Session Chair: Sandra Lancheros

Discussants: Ali Raza

### **Parallel Session 8, International Business**

**13:50-14:55, Wool, 2<sup>nd</sup> floor**



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13:50-14:10	A Meta-analysis of Firms' International Experience and Foreign Market Entry Strategy	Zhuo Wang
14:10-14:30	Trust-building as an informal institution: a qualitative study of trust-building practices in strategic alliances of multinational enterprises in emerging markets	Alireza Kamali
14:30-14:50	Rising to the occasion: Are foreign affiliates better economic performers than domestic firms in emerging markets?	Olufemi Aluko

Session Chair: Hanna Gajewska-De Mattos

Discussants: Dimitrios Georgakakis, Maria Ilieva, Skylar Xue Wan

### Parallel Session 9, Marketing

**13:50-14:55, Cotton, 1<sup>st</sup> floor**

13:50-14:10	Artificial intelligence focus and optimizing firm productivity	Ali Obaidan
14:10-14:30	AI adoption and its impact on firms' strategies and performance	Qi Zhang
14:30-14:50	Eco-friendly Marketing Strategy and the Performance Outcome: The Role of Learning	Farzana Riva

Session Chair: Zhaleh Najafi Tavani

Discussant: Martin Heinberg

### Parallel Session 10, Work & Employment Relations

**13:50-14:55, Tailors, 1<sup>st</sup> floor**

13:50-14:10	The effectiveness of Trade Unions as a mechanism of Voice for Employees in the Nigerian Banking sector	Gogo Anyanwu
14:10-14:30	THE RELATIONSHIP BETWEEN MOBILE COMMUNICATION TECHNOLOGY (MCT) AND WORK-LIFE BALANCE IN VIETNAM: THE MODERATING ROLE OF PERSONAL RESOURCES.	Ha Nguyen
14:30-14:50	Exploring social relations underpinning online labour platforms in the context of highly skilled work	Bianca Mirea

Session Chair: Helen Norman

Discussant: Charles Umney

### **Parallel sessions 11-15: 15:10 – 16:15**

#### Parallel Session 11, Management

**15:10-16:15, Tweed, 2<sup>nd</sup> floor**

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15:10-15:30	A Learning Approach for Family Business Resilience	Muhammad Fariz
15:30-15:50	FORCED DISENGAGEMENT FROM IDENTITY GOALS	Nicola Smith
15:50-16:10	Examining how entrepreneurs utilise networks to navigate corruption: Lessons from Zimbabwe	Charles Zhuwau

Session Chair: Alex Kevill

Discussant: Nicky Shaw

### Parallel Session 12, Accounting & Finance

**15:10-16:15, Denim, 2<sup>nd</sup> floor**

15:10-15:30	VC- backed Acquirors and M&A performance	Apostolos Sdrolas
15:30-15:50	CEO Political Contributions and Venture-Backed Company Performance	Wanji Wu
15:50-16:10	Cross-border VC and innovation	Zicen Zhao

Session Chair: Effie Symitsi

Discussants: Chloe Wu, Shima Amini, Bin Xu

### Parallel Session 13, Economics

**15:10-16:15, Seamstress, 2<sup>nd</sup> floor**

15:10-15:30	Environmental Pollution in Home Countries	Shuang Wang
15:30-15:50	TRADE POLICY UNCERTAINTY AND MACROECONOMIC GROWTH: AN ANALYSIS OF CHINESE CONTACT	Ning Yang
15:50-16:10	The Measurement of Digital Financial Inclusion: A Cross Country and Intertemporal Analysis	Felix Nkhoma

Session Chair: Sandra Lancheros

Discussant: Ali Raza; Peter Howley

### Parallel Session 14, International Business

**15:10-16:15, Wool, 2<sup>nd</sup> floor**

15:10-15:30	Consumers' expectations and responses to MNEs' philanthropic responsibility under different institutional distances	Muyang Tu
15:30-15:50	Syndication Network and Private Equity Deal Performance: International Evidence	Yuanyuan Quan
15:50-16:10	ENTREPRENEURSHIP IN EXILE: EXAMINING THE TRANSFORMATION OF SOCIAL AND HUMAN STRUCTURES IN REFUGEE CAMPS - A COMPARATIVE CASE STUDY	Yousef Qaisi

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Session Chair: Omar Al-Tabba

Discussants: Cyntia Vilasboas Calixto Casnici, Caifei Chen, Miguel Dindial

### **Parallel Session 15, Marketing**

**15:10-16:15, Cotton, 1<sup>st</sup> floor**

15:10-15:30	Investigating Entrepreneurial Alertness Among Kuwaiti University Students and its role in Entrepreneurial outcomes	Maha Alofzan
15:30-15:50	THE INFLUENCE OF UPPER ECHELONS ON SUSTAINABLE PRODUCT AND PROCESS INNOVATION AND THEIR IMPACT ON FIRM'S OUTCOMES. THE MODERATING ROLE OF THE EXTERNAL ENVIRONMENT.	Georgios Avzotis
15:50-16:10	THE IMPACT OF IMPLIED MOTION ON PERCEPTION AND PURCHASE WILLINGNESS OF IMPERFECT PRODUCE	Chenyi Zhu

Session Chair: Martin Heinberg

Discussant: Ghasem Zaefarian

## **LUBS Doctoral Conference 2024**

### **Graduate Experience Session: 16:30 – 17:45**

#### ***Herringbone, 1<sup>st</sup> floor***

This session welcomes back recently graduated LUBS PGRs who are now ECRs and PGRs who have moved on to careers outside academia, to share their experience with all current PGRs and to:

- offer tips and practical advice on how best to get prepared for the viva
- how to prepare for job applications and interviews
- Post-PhD employment

There will be plenty of time for you to ask the panel any questions you may have

#### **Panel members:**

Jo Burgess, Teaching Fellow, Work and Employment Relations, University of Leeds

Miguel Dindial, Research Fellow, International Business, University of Leeds

Ning Lu, Vice President, Portfolio Analytics Group, BlackRock

Nafisat Olabisi, Lecturer, Loughborough Business School

Jingyu Zhu, Lecturer, University of Essex

#### **Chair:**

Ghasem Zaefarian, Acting Head of the Graduate School and Associate Professor of Marketing

### **Drinks Reception and Awards: 17:45 onwards**

#### ***Merchants Hall***