

Postgraduate Study Half-Day

**Centre for European & International
Studies Research / Portsmouth Business
School**

MAY 13TH 2009

**PROGRAMME &
ABSTRACTS**

PROGRAMME

12.30pm – 1pm Buffet Lunch [Richmond Atrium]

Session 1: Introduction and Information (Lecture Theatre 2)

- 1.00.1.10 Introduction to Conference (Bran Nicol, Andy Thorpe)
- 1.10.1.30 Research Degrees – An Update (Hilary Gillians)
- 1.30-1.50 The New Relevance of Knowledge Transfer Within the Changing Culture of Higher Education (Joe Cavalla)

Session 2: Panel Sessions I: 1.50 – 3.20

1960s/1970s Literature & Film Room LT2 Chair: Christine Etherington-Wright	Europe & the Transnational Room 0.10 Chair: Bran Nicol	Inheritance & Self-Expression Room LT3 Chair: Patricia Pulham
Lisa Felstead, 'James Dickey's <i>Deliverance</i> And Homosocial Desire'	Jan-Henrik Meyer, 'Protecting The Environment. Transnational Networks In The Emergence Of A New EC Policy In The 1970s'	Jonathan Evans, 'Tante Léonie's Inheritance: Influence, Affinity, Translation'
Sian Barber, ' <i>The Go-Between</i> : Adapting And Presenting The Past In The 1970s'	Christian Salm, 'Transnational Cooperation Of European Socialists, 1969-1979'	Sally Shaw, 'It's About Blacks, But It's Not A Black Movie". Racial Tension And The Film Producer – Gavrik Losey And <i>Babylon</i> '
Patti Gaal-Holmes, 'Parameters Of Practice: 1970s British Artists' Filmmaking'	Julian Weller, 'The "Participatory Turn" In EU Governance - A Stillborn For Input Legitimacy?'	Andrew Clark, 'Summarising <i>Circumfession</i> : A Brief Account Of The Semi-Autobiographical Work Of Jacques Derrida'

Governance and Organisations	Applied Economic Analysis	Social Capital and Human Relations
Room : 2.09 Chair: Munir Maniruzzaman	Room : Boardroom Chair: David Whitmarsh	Room: 2.08 Chair: Chris Fill
Mejbel Al-Saidi, 'Corporate Governance Mechanism And Firm Performance'	Joe Cox, 'Seeders, Leechers And The Social-Norm Backlash: Some Finnish Evidence On The Market For Illicit Digital Downloading'	Savvas Trichas, 'Managing Leaders' Impressions By Using Facial Expression'
Alina Halank, 'Involvement And Teamwork For Quality Management And Clinical Governance – Approaches And Issues In Acute Stroke Care'	Gausden, Robert, 'The Relationship Between The Price Of Oil And U.K. Macroeconomic Performance'	Cui Li, 'Exploring Social Capital In Online Branding Communities'
Beth Rogers, 'Contract Sales Organisations In The UK: Finding Literature On A Relatively Unexplored Topic'	Vyoma Shah, 'Regional Wage Differential In Pakistan'	Hak Kyong Kim 'Policing Disasters: Lessons from the UK Civil Protection Development'

Coffee: 3.20-3.45

Session 3: Guidance, Methods, etc. 3.45pm – 4.30pm

Humanities: Room LT2	Business Studies: Room LT3
Professor Sue Harper, 'Methodology and Film Research'	Dr Judy Rich: 'The Ph.D Process'

Session 4: Panel Sessions II: 4.30pm – 6pm

Performance / Children's Literature Room LT2 Chair: Bran Nicol		European Militancy Room : 0.10 Chair: Wolfram Kaiser
Fazlinah Said, 'An Evaluation Of Contemporary Children's Literature In Malaysian Primary Schools'		Manus Mcgrogan, 'Circulation Of Ideas And Practices Between The Left-Militant Worlds Of France And Italy Following 1968'
Gareth Somers, "'Tipping Point": Issues Raised By Climate Change, Ecological Thought And Performance'		Fiona Haig, 'Reactions To The Soviet Interventions In The Hungarian Revolution Of 1956 Amongst Ordinary Communist Party Members In The Ship Building Towns Of La Seyne In France And Monfalcone In Italy'

Innovation and R&D Room : 2.09 Chair: Colin Wheeler	Stock Market Risk Room : Boardroom Chair: Mike Page	Performance and Efficiency Room : LT3 Chair: Ashraf Labib
Christopher Simms, 'Investigating R&D In The Packaging Industry And The Need For Innovation Networks'	Ruslan Grigoryev, 'Interdependence Among Stock Market Indices Of The BRIC And Major Countries'	Chukwuka Onyekwena, 'Searching For Productivity Spillovers From FDI In Nigerian Manufacturing Firms'
Tarek El Shafeey, 'A Successful Implementation Of New Service Development: A Competence-Based Innovation'	Abdulla Muzahem, 'Analysing Risk Disclosure And Compliance With Risk-Related Ifrss In An Emerging Market: The Case Of The UAE Listed Companies'	Ed Derbyshire, 'Avoiding The Exit - Keeping Your Good People'
Do-Hyung Lee, 'Relationships Among Founders' Technologic Networks, Strategic Orientations And Innovation Performance: Focused On The Mediating Effects Of Innovativeness In Korea's Inno-Biz Firms'	Thamir Al-Barrak, 'The Value Relevance Of Accounting Information In The Saudi Stock Market'	Alfred Quintano, 'Performance Evaluation In The Hospitality Industry: The Balanced Scorecard And Beyond'

6pm Conference Closes

Evening: Speaker's Dinner (Jewel in the Crown, 60 Osborn Road, 7.00 pm)

Thamir Al-Barrak (PBS)

‘The Value Relevance of Accounting Information in the Saudi Stock Market’

The aim of this study is to empirically examine the level and changes in the value relevance of accounting information prepared according to the Saudi Accounting Standards to provide empirical evidence on the relevance and reliability of accounting amounts as reflected in equity values and to assess the factors that are likely to affect the degree of value relevance in a Saudi context.

Investigating long-term changes in the value relevance of accounting amounts has been a focused issue in the value relevance literature. These studies were motivated by previous concerns that financial statements information has become less value relevant overtime to investors who should be provided with useful information for efficient decision making. The evidence obtained from the previous literature on whether accounting information lost its relevance is still contradictory and the results obtained from one country may not apply to other countries since financial reporting, economic conditions, legal system, investment environment, and business culture vary from one country to another. This study employs the theoretical framework of Ohlson (1995) and uses *as primary metric to measure value relevance*.

Saudi Arabia, as the largest emerging markets in the Middle East, has some characteristics that make its capital market an interesting case for investigation. Saudi Arabia went through rapid development in its capital market and accounting infrastructure. The accounting standards setting body was only founded in the early nineties and issued 19 accounting standards since its inception. Contrary to the global trend toward IFRS convergence, Saudi Arabia is still using its own accounting standards and has no intension in convergence. To foster the smooth and efficient operations of the Saudi capital market, the Saudi government created the Capital Market Authority to monitor stock market activities according to the new capital market law. CMA’s role in monitoring the market resulted in a significant improvement evidenced by more timely disclosures and stronger adherence to the accounting standards. This situation provides an interesting setting to examine whether the value relevance of accounting information has changed with all the recent developments.

Mejbel Al-Saidi (PBS)

‘Corporate Governance Mechanism And Firm Performance’

Interest in corporate governance mechanisms is now global partly as a result of spectacular corporate collapses such as Enron and WorldCom. These crises have led to more attention being paid to governance mechanisms, including board structure, ownership structure, and financial polices and what roles they may play in protecting the shareholders and economy in general from potential problems. The theoretical discussion about corporate governance mechanisms is based on the assumption that these mechanisms impact firm performance. While there has been extensive research in developed countries and a growing body of research in developing countries, empirical studies have found mixed results. Kuwait provides a setting with some interesting governance features in which little prior work has been done. Focusing on firms listed on the Kuwait Stock Exchange (KSE) for the period from 2004 to 2008, this study will examine the relationship between corporate governance mechanisms and firm performance. In particular, this study empirically examines the relationship between firm performance and several mechanisms of corporate governance, namely, the board of directors, the ownership structure, and the role of financial polices.

Sian Barber (SCAFM)

'The Go-Between: Adapting And Presenting The Past In The 1970s

Within this paper I will examine how *The Go-Between*, an important 1970s cinematic text adapted from the popular novel by LP Hartley, utilises the historical past to discuss contemporary preoccupations of class and gender. As an adaptation, the films' content and structure is filtered and mediated through the source novel and the discrepancies and similarities between the different texts offer an interesting insight into the creative input of author LP Hartley, screenwriter Harold Pinter and director Joseph Losey. Despite its historical setting the performance style, cinematography and presentation of the film is very modern which makes the film an interesting vehicle to explore cinematic attitudes towards the past within the 1970s.

Andrew Clark (CEISR)

'Summarising Circumfession: A Brief Account of the Semi-Autobiographical Work of Jacques Derrida'

Jacques Derrida (1930 – 2004) is the French-Algerian philosopher known for his 'deconstruction' of the tradition of Western philosophy. His semi-autobiographical work entitled *Circumfession* is, then, not pure autobiography, but contains within it a deconstructive or paradoxical interpretation of the very concept of autobiography itself. On the one hand, there are certain ways in which the concept of autobiography is complicit with classical philosophical presuppositions; on the other hand, insofar as it is not a classical philosophical concept, there are other elements of the concept of autobiography that work against these presuppositions. Derrida's neologism *Circumfession*, which is a portmanteau synthesising the religious concepts of 'circumcision' and 'confession', thus ties in with two aspects of autobiography: on the one hand, the way in which the very concept of autobiography has its historical origins, from Saint Augustine, in the Catholic idea of confession; and on the other hand, insofar as Derrida, by virtue of being Jewish, is circumcised, this latter concept links to a way in to Derrida's own life as it appears here and there in *Circumfession*. As a text, *Circumfession* itself thus contains not only the struggle that Derrida himself has with his own Jewish identity, but also becomes emblematic of the paradoxical relationship that deconstruction has to religion and theology more generally. It is this struggle and this paradox that this paper will articulate.

Joe Cox (PBS)

'Seeders, Leechers And The Social-Norm Backlash: Some Finnish Evidence On The Market For Illicit Digital Downloading'

The sharing of files via peer-to-peer (P2P) and related networks has become a hugely contentious issue in recent years, with the music industry most prominently citing this practice as a significant threat to intellectual property rights and the long term financial viability of its activities. This presentation will aim to shed some light on the typical characteristics of participants in this illicit practice, using a model on optimal (non)compliance based on that expressed in Hatcher and Gordon (2005) and employing a dataset acquired from a 2007 Finnish survey conducted by the Helsinki Institute for Information Technology (HIIT). It is observed that the market participants respond to a range of incentives and disincentives influencing their participation in illegal file sharing in the way in which economic theory would predict, with a few notable exceptions.

Ed Derbyshire (PBS)

‘Avoiding The Exit – Keeping Your Good People’

‘Managing the employee retention issue is one of the most critical challenges we face as HR professionals. Despite deployment of the best knowledge transfer methods and processes a large amount of inherent knowledge still inevitably rests with staff. This is particularly true of the key staff members, without whom, the critical functioning of the organisation can seriously suffer and impact the bottom line of the business. This is vital enough for ‘normal’ business but is especially critical during company acquisitions and mergers.

If we are to avoid the loss of key staff and protect, maintain and develop the organisation we need to explore means of achieving, not only the retention of staff, but also addressing motivation and satisfaction in the workplace. In addressing the challenge of maximising retention, motivating and satisfying the staff we need to select a ‘human parameter’ that relates closely to these goals. Trust offers an excellent means of assessment of motivation, team working and retention and allows us to construct our HR policies from the basis of a clear understanding of ‘where the staff stands’.

Tarek El Shafeey (Prof. Paul Trott, and Prof. Colin Wheeler) (PBS)

‘Toward a Successful Implementation of New Service Development:
A Competence-based Innovation’

Findings of past research indicated that service innovation was associated with a high failure rate which made developing new service a high-risk venture. In searching for a theory to predict and explain this phenomenon, the researcher thinks that three streams in the literature have provided a large portion of the insights related to the phenomenon under analysis. At first, innovation literature introduced a three-vector paradigm for innovation—competences, tangible and intangible technical characteristics, and use characteristics of the service. In support, the marketing literature enhanced this paradigm through a new theory, service-dominant logic. In the meanwhile, strategic management literature has consolidated one vector of the suggested paradigm—competences, through introducing a new view, skill-based view. As things evolved further, the need for an integrative approach for managing innovation based on firm-specific competences becomes critical. Though, previous research has placed little emphasis on the impact of idiosyncratic innovation-related competences on service innovation success.

Therefore, the current research will try to develop a theory of innovation competences to explain, predict, understand, and control the phenomenon under analysis. Firstly, a qualitative study will be undertaken to better understand the key competences that differentiate successful from unsuccessful new service development. Secondly, a quantitative study will be undertaken to develop and test a model of service innovation that identifies the critical competences that influence the innovation project outcome in the Egyptian financial service industry.

Jonathan Evans (CEISR)

‘Tante Léonie’s Inheritance: Influence, Affinity, Translation’

Marcel Proust and Lydia Davis appear at first to be two writers who could not be further apart. One wrote a long, intricate, many volumed novel about social mores in turn of the

century France, while the other writes short short stories that often leave the bewildered reader scratching their head as to what they were actually about. Yet Lydia Davis translated the first volume of *À la recherche du temps perdu* for the recent Penguin edition (Proust 2002). How might these two seemingly disparate writers be united by translation? This paper seeks to question the idea that translation is a record of influence, and hopes to show that it can also be a show of affinity, of similarity in difference. Taking Borges's idea that the writer creates his/her own precursors, and Bloom's notion of the anxiety of influence, the idea will be that one may choose to translate not what appears to be influential, but what appears different and other. Thus the writer-translator might choose texts that appear totally unrelated to their own production, but which, on further inspection, show an affinity. The translator would thus create their own precursor in the act of translating that precursor. Through a reading of Lydia Davis's stories and Proust's novel, the similarities and differences between these writers will be teased out, leading to a view of the two writers that allows for their similarity in their differences. Just as the narrator of the *Recherche* chooses what to do with the things he inherits from tante Léonie, so the translator may choose how they use what they "inherit" from the texts they translate.

Lisa Felstead (CEISR)

‘James Dickey’s *Deliverance* and Homosocial Desire’

This paper is concerned with the difficulties inherent in defining distinct parameters of behaviour when men bond with each other in strictly homosocial terms. It uses the example of James Dickey’s iconic text *Deliverance* (1965) to explore the nature of these anxieties and considers these in relation to post-war American culture. Specifically, Dickey presents the anxieties of the white middle class male who lived in an ever expanding and domesticated urbanised populace and who felt that his masculine identity had been feminised by these cultural conditions. The subsequent urge to flee these constraints – a ‘flight from domesticity’ as identified by Leslie Fiedler, in order to rediscover a ‘lost’ masculinity within the wilderness is a salient feature of this text and leads to disastrous consequences. An outcome which this paper interprets as symbolic of the problematic nature of homosocial interaction once it is removed from the perceived ‘feminine’ influence of domesticity. The importance that violence has in the preservation of this homosocial ‘space’ is also of great significance to this paper. The raping of one of Dickey’s male protagonists evokes a violent revenge with the perpetrators murdered and it is the hyper masculine and non-sexual ‘type’ of revenge which has particular significance for this enquiry. Equally the concept of identification versus desire (essentially, men identifying with other men in order to assume or enact their masculinity versus men desiring men) as posited by Eve Sedgwick is crucial to this paper. The slippage which occurs between these two binarisms, is found to be an integral aspect of Dickey’s text and its representation of the difficulty encountered by men in their negotiation of homosocial interaction.

Patti Gaal-Holmes (SCAFM)

‘Parameters of Practice: 1970s British Artists’ Filmmaking’

In this paper the relationship between British artists’ filmmaking and other visual art practices like sculpture, painting, photography and performance will be discussed. The focus will be on the films and on their emergence from the art environment, as opposed to the film industry. These will be contextualised within discourses, debates and socio-political contexts which informed artists’ filmmaking practices throughout the decade. Practitioners like Annabel Nicolson, Ian Breakwell, William Raban and Marilyn Halford will be discussed.

Ruslan Grigoryev (PBS)

‘Interdependence Among Stock Market Indices Of The BRIC And Major Countries’

The presentation represents some findings of the current research. The study is devoted to the lead-lag relationships among stock market indices of the BRIC and Major countries. As a part of the lead-lag relationship analysis the short run Granger Causality model is applied. The model is solved using the full sample analysis and Smith, Brocato, Rogers (1993) technique with respect to daily data non-synchronism.

Fiona Haig (CEISR)

‘Reactions To The Soviet Interventions In The Hungarian Revolution Of 1956 Amongst Ordinary Communist Party Members In The Ship Building Towns Of La Seyne In France And Monfalcone In Italy’

This paper will outline the findings half way through a three year study of a specific and under-researched aspect of French and Italian communism that looks at reactions to the Soviet interventions in the Hungarian Revolution of 1956 amongst ordinary communist party members in the ship building towns of La Seyne in France and Monfalcone in Italy. 1956 was a turning point in the Cold War marking, by the time of the Suez Crisis in November, a complete shift in the balance of powers from Europe to the superpowers. But a series of events that shook the world and which represent a watershed for the communist movement as a whole began with Khrushchev’s Secret Speech at the XX Congress of Communist Party of the Soviet Union in February at which he spoke of the Stalinist purges and of a ‘cult of personality’ in regard to his predecessor; this was followed by the Soviet suppression of the Poznan Riots in Poland in June; and finally its brutal crushing of the Hungarian Revolution in October and early November that year. The present study focuses on the local, and regional, grass-roots perspective on these events and on Soviet actions in Budapest in particular, with the aim of evaluating what this says about the complex nature, and the true nature in the most complete sense i.e. in including voices from below, and from the sidelines, of West European communism at this conjuncture and in so doing broadening and consolidating the existing historiography. Field-work currently being carried out in La Seyne is revealing ways in which the above crisis affected members at the base of the party on socio-political, geo-political and ideological levels and to what extent and in which ways this differed from how it was experienced by political and geographical elites. This phase of the research will of course inform a parallel study to be conducted in Monfalcone, which will provide a cross-cultural view of the problem highlighting the role of historical experience and other factors in explaining variations in the responses in the two localities, ultimately allowing comparisons to be drawn on multiple levels.

Alina Halank (PBS)

‘Involvement and Teamwork for Quality Management and Clinical Governance – Approaches and Issues in Acute Stroke Care’

Objective: To identify issues and ‘best’ practice approaches to teamwork and involvement for local implementation of quality management and clinical governance in Germany and England as perceived by different staff groups related to acute stroke care in one hospital of each country.

Methods: This paper forms part of my PhD research of quality management and clinical governance in England and Germany. The hospitals are selected purposively taking into account size, specialisation, patient structure and quality management and clinical governance experience. Semi-structured interviews with representatives from the different staff groups related to stroke care are conducted.

Results: Thematic analysis of the interview data identifies continuous involvement of staff through regular quality management and clinical governance meetings at different levels and a strong understanding of the need for multidisciplinary teams as good practice. It is perceived that the top-down approach to defining the structure of quality management and clinical governance meetings was not reflecting the actual needs on the wards – most aspects could not be clearly integrated into the official blue-print. Finally, communication was seen as a major area to improve involvement – the minutes of meetings should be clearly understandable to everybody and circulated at the different levels of the organisation.

Conclusions: The results show the need to make quality management and clinical governance more tangible throughout the different levels of the organisation. This calls for innovative approaches to training and more effective and efficient communications. In this way, true involvements from all staff can be facilitated. Although most staff highlight the need for multidisciplinary teams to provide adequate acute stroke care for the patients and develop improvements, status barriers still exist and require further consideration.

Do-Hyung Lee (PBS)

‘Relationships Among Founders’ Technologic Networks, Strategic Orientations And Innovation Performance: Focused On The Mediating Effects Of Innovativeness In Korea’s Inno-Biz Firms’

There has been no study at all which considered the relationship among founders’ technologic networks, strategic orientations (that is, technology, entrepreneurial and market orientation) and innovation performance in the context of small and medium businesses. In the existing study trend, the study considered the technology orientation with entrepreneurial orientation and market orientation has been rare in the context of small and medium businesses.

In short, some of research concerning innovativeness does not include entrepreneurial orientation, technology orientation and market orientation as one of its principal drivers in the context of small and medium businesses; some of research does not consider the mediation effect of innovativeness on the relationships between those drivers and innovation performance in the context of small and medium businesses. Thus, the principal objective of this research is to fill the theoretical gaps via the construction of a comprehensive model.

This study aims to investigate the relationships among the founders’ technologic networks, strategic orientations and innovation performance in South Korea’s Inno-biz (an abbreviation of ‘Innovation’ and ‘Business’) firms and to examine the mediating effects of innovativeness in the relationships among founders’ technologic networks, strategic orientations and innovation performance. In addition, it is important to clarify the still vague relationship between technology orientation and innovativeness. Under the bigger perspective, the major purpose of this study is to find out how the founders’ technologic networks and strategic orientations are lead to innovation performance through innovativeness.

For this study, the measure of business performance will be studied through two steps. First, for the relationship among the founders' technologic networks, strategic orientations and innovation performance, founders' technologic networks and strategic orientations will affect the direct innovation performance (domain specific outcome: the number of patent, new product development, and process improvement) through the innovativeness.

Second, then they lead to the general performance (domain free outcome: market share, growth rate and profitability) of the companies.

Based on prior research and focused on Inno-biz companies in Korea, innovativeness was decided as the major variable, and for the antecedent of innovativeness, technologic networks and strategic orientations three orientations were selected.

Cui Li (PBS)

'Exploring Social Capital in Online Branding Communities'

Although there has been substantial research investigating the dynamics of social capital from a social science and humanities perspective, there has been little activity from a marketing standpoint. This research seeks to fill this gap. Many believe there are three key dimensions to social capital; structural, communicative and relational, which vary in intensity according to context. The increasing influence of the Internet provides an important context which can impact on social capital. This research examines information exchange within virtual online branded communities, through the dimensions of social capital. The first goal is to identify and appraise the main issues and characteristics associated with the concept of social capital. The second is to isolate and prioritise the dimensions of social capital, within the context of a virtual online branding community. The final task is to empirically test the effectiveness of these dimensions of social capital. The intention is to develop a model in order to enhance the effectiveness of such community communications.

Manus McGrogan (CEISR)

'Lotta Continua And Vive La Révolution : The Circulation Of Ideas And Practices Between The Left Militant Worlds Of France And Italy Following 1968.'

Vive La Revolution (VLR) and other leftists cast their eyes south after the revolt of 1968 in France, following the upsurge of mass strikes in the spring through to autumn of 1969 in the Northern factories of Italy, particularly those of Fiat Turin and Pirelli Milan. This extended industrial unrest, dubbed Italy's 'hot autumn', threw up a wealth of language and practices that became touchstones for the French activists.

From the outset, radical Italian students gained an immediate and considerable audience of workers and were able to hold mass meetings and demos with workers outside the factories. This exemplarity spurred their French counterparts into making several trips to Italy to witness the agitation and meet up with the mao-spontaneist Lotta Continua (LC) or attend worker-student assemblies.

VLR's strong interest in LC during and after the hot autumn of '69, expressed in left publications such as *Les Temps Modernes*, *Les Cahiers de Mai* and *Tout!* and subsequent interviews, formed part of a circulation of activist ideas and images between the militant worlds of France and Italy, part of a imaginary nourished by historical and international references.

This interchange had already taken off with the French May in 1968; then it was Italian students glued to their television sets watching the events. Indeed a whole number made the journey to Paris for a piece of the action. Italian activists' subsequent propaganda materials, and present-day interviews reveal the influence of the French May's slogans and posters, in a renewal of the revolutionary language they took with them to the factories.

Abdulla Muzahem (PBS)

‘Analysing Risk Disclosure And Compliance With Risk-Related Ifrss In An Emerging Market: The Case Of The UAE Listed Companies’

Study of risk reporting is an emerging area and the work that has been done focuses on developed markets. This study aims to address the gap in the current disclosure literature; by examining risk disclosure in emerging market. The research objective is to examine risk information disclosures within annual reports of the UAE listed companies as an emerging market. Another objective would be to provide insights into the current risk disclosure environment, its characteristics and the usefulness of the information disclosed to the annual report users. The factors influence risk disclosure level will be investigated. Another aim is to extend our understanding of risk-related financial reporting practice in a developing market. The research will study the determinants of the extent of compliance with risk-related IFRSs.

The study will interpret the subject matter of risk disclosure in the light of some disclosure theories for instance agency theory, signalling theory and information asymmetry theory. Hypotheses development involves investigating the relationship between risk disclosure level and some firm characteristics for instance company size, firm's level of risk, industry type and auditor size. The study will examine the association between risk disclosure level and some corporate governance characteristics for example ownership structure and the board of director.

Following content analysis approach, the author will summarise, classify and analyse in details risk information. The study will employ disclosure index technique in order to examine the quantity of risk disclosure. An index of risk disclosure based on voluntary risk disclosure and mandatory risk disclosure requirements will be computed for each company in order to examine the extent of risk disclosure level. Self-construct IFRSs checklist will be developed in order to investigate the extent of compliance to risk disclosure requirements with IFRSs. Regression analysis will be carried out in order to examine the risk disclosure level (Dependent variable) and its determinants (Independents variables)

The analysis of the research would be in interest of regulators, accounting setters, managers, the board of directors and stakeholders who focus on disclosure. The study may provide useful insights that would help investors in interpreting risk disclosure within financial reports.

Chukwuka Onyekwena (PBS)

‘Searching For Productivity Spillovers From FDI In Nigerian Manufacturing Firms’

In line with the investment promotion policies sought by most African countries in the nineties, Nigeria became completely open to foreign direct investment (FDI). Promoting FDI in Nigeria was as a result of the notion that it generates benefits to the country through productivity spillovers from foreign firms to domestic firms.

This study is an attempt to search for the presence of spillovers in Nigerian manufacturing firms. The study is based on panel data derived from a survey of Nigerian manufacturing firms between 1998 and 2003. The approach taken in this enquiry involved estimating an augmented production function. Our preliminary results using Ordinary Least squares (OLS) show no evidence of positive spillovers in domestic manufacturing firms.

Alfred Quintano (PBS)

‘Performance Evaluation in the Hospitality Industry: The Balanced Scorecard and Beyond’

A systematic *performance measurement and management system* (PMMS) needs to be in place for the successful achievement of Strategy across the board in the hospitality industry. Research will focus in particular on the highly competitive superior-hotel category. A good number of ‘independent’ and ‘chain’ hotels have opted for a Balanced Scorecard (BSC) approach or its adaptation. In the basic BSC model, a number of Objectives (or *Key Result Areas*) are grouped into four (4) major *Dimensions*, i.e., the Customer Dimension, the Employee Dimension, the Internal Process Dimension, and the Financial Dimension. All four Dimensions are perceived to be equally important or Balanced. Within each Dimension, a limited number of Objectives (KRAs) are also deemed to be equally important or ‘Balanced’.

One questions the reality of the situation. The presentation will argue that in reality and at any point in time, some KRAs are more important than others, hence the need for ‘prioritisation’ by means of a merger of BSC tenets and Analytic Hierarchy Process (AHP) principles. Moreover, the need arises to question whether the Objectives (KRAs) identified by management (supply side) in reality reflect what the hotel guests (i.e. the consumer – demand side) consider to be critical to their actual and post-consumption satisfaction.

Beth Rogers (PBS)

‘Contract Sales Organisations In The UK: Finding Literature On A Relatively Unexplored Topic’

Sales agents have a very long history and have driven or been complementary to the development of commerce itself. The integrated salesforce of the 20th century has generated a small amount of research (mostly in the US), primarily focused on the performance of individual salespeople. In the 21st century, with an uncertain business environment, commoditisation trends and escalating sales costs, many aspects of sales are being outsourced. Stages in the product life cycle, particular customer segments, or parts of the sales process may be undertaken by focused contract sales organisations; indeed, some smaller companies outsource all of their sales function. In some ways, transaction cost economics can explain this phenomenon, but drawing on broad sources of literature from economics, risk management, business strategy, supply chain, organisational design as well as the subset of marketing literature that addresses “channels”, the special nuances of this trend can be explored.

Understanding practice can both inhibit and enable the search for suitable literature on an emerging business model. This talk will explain the iterations necessary to access depth as well as breadth in the analysis of past theoretical and empirical work that can shed light on new (or reinvented) activities.

Fazlinah Said (CEISR)

‘An Evaluation Of The Children’s Contemporary Literature (CLL) Programme In Malaysian Primary Schools’

The teaching of English as a second language in Malaysian schools has undergone a number of significant changes since the change in the medium of instruction from English to *Bahasa Melayu (BM)* or Malay Language in 1971. Since then, debates on the falling standards in English have been rife. A number of changes have been made to the school curriculum and language policy; the re-introduction of literature component in the English language syllabus in secondary schools, the use of English as the medium of instruction to teach Science and Mathematics in schools and also at tertiary level and the most recent one is the incorporation of Children’s Contemporary Literature (CCL) during English lessons in primary schools. The CCL Programme implemented by the Curriculum Development Centre of Malaysia aims to promote reading and other related objectives among year 4, 5 and 6 in primary schools. This study is focused on an evaluation of the significance of the CCL programme through an in-depth case study, which combines both quantitative and qualitative approaches to data collection. The study will be carried out in two of the states in Malaysia. The evaluation seeks to gauge the extent to which the outcomes of the programme are achieved based on an outcomes-based evaluation model.

Christian Salm (CEISR)

‘Transnational Cooperation of European Socialists, 1969-1979’

The present research project will examine the role of transnational cooperation between Socialist parties in the European integration process during the 1970s. Their cooperation will be identified as a factor to have influenced the decision-making in the EC. The main focus will be directed towards the network-like informal structures that characterized their transnational cooperation. From a network point of view, political decision-making cannot adequately be understood by the exclusive focus on formal politico-institutional arrangements. Policies are formulated largely in an informal manner. Contemporary policy processes emerge from complex actor constellations, and decisions are often made in informal political infrastructures (Rhodes 1997; Börzel 1997; Kenis/Schneider 1991). The informal dimension of transnational cooperation in European Socialist represents a desideratum for historical EU-research.’

Vyoma Shah (PBS)

‘Regional Wage Differential In Pakistan’

Differences in average wages have been observed among the workers of the different Pakistani regions (districts). For this purpose, a Mincer-type human capital wage equation have been estimated, including controls for a large number of regions, approximately 88 regions, and have also calculated a weighted adjusted standard deviation (WASD) of inter-regional wage differentials. The paper has used the data between 1990-1991 and 2006-07, which were drawn from Labour Force Surveys. The results show a significant variation in relative wages according to region, even after controlling for a range of human capital and job characteristics in the pooled sample as well as in the pseudo panel data analysis.

Additional analysis has been undertaken for different working industries, area of living and working sector on overall bases as well as on provinces base. In order to observe the trend over the seventeen years of period, the paper has estimated the regional wage differential for each available cross-section, which shows a significant increase in the wage differential.

Work have also aimed at sources of explaining the change in regional wage differential along the years, which have been done both in a static, using Oaxaca and Blinder static decomposition, and in a dynamic perspective, using Junh, Murphy and Pierce (1991, 1993) decomposition.

Sally Shaw (SCAFM)

“It’s About Blacks, But It’s Not A Black Movie”: Racial Tension And The Film Producer – Gavrik Losey And *Babylon*’

It has been stated that: “...the producer is the mediator between commerce and creativity...whose key function it is to have an overview of the whole film-making process” (Spicer, 2004, p.34). Arguably, whilst there may often be inherent tensions between “commerce and creativity” in the film-making process, these can be seen to be particularly apparent in films concerned with black Britain in the 1970s and early 80s. Whilst not the first film to depict the privations and harassment faced by ‘second-generation’ black youths in South-west London, *Babylon* (Franco Rosso, 1980, UK) was made against a backdrop of rising racial tension in Britain and as such, was potentially highly politically sensitive (an issue perhaps noted by the BBC, who had abandoned an earlier *Play For Today* version of *Babylon* (Goldman, 1980, p.12)). Furthermore, the film was made at a time when funding for British films in general was problematic. It is perhaps for these reasons that in contemporaneous interviews and correspondence, *Babylon*’s producer, Gavrik Losey often chose to situate the text within the realm of ‘youth film’ rather than as “a black movie”. This paper will draw on some of Gavrik Losey’s materials pertaining to *Babylon* from the Bill Douglas Archive at The University of Exeter and contemporaneous articles and interviews about the film in order to investigate how notions of race and agency are negotiated in the context of a contentious socio-political climate.

Christopher Simms

‘Investigating R&D In The Packaging Industry And The Need For Innovation Networks-Sponsored Phd Chesapeake Corporation’

This paper explores the management of R&D within packaging firms, with a particular focus on Chesapeake Ltd., and the role of packaging within the FMCG industry’s new product development processes, as well as how this impacts on the packaging industry in reality and the challenges this presents. The findings are based on twenty interviews with senior managers, technologists, and directors, within both the packaging and fast moving consumer goods industries. The research reveals that the relationship between the packaging industry and the fast moving consumer goods industries is largely viewed as a transactional cost. Based on the findings of the research it seems that, despite the apparent importance of packaging identified in the academic literature, it is not taken seriously by FMCG firms, who generally do not put significant effort into R&D to develop new packaging and do not utilise the technological knowledge held within the packaging R&D centres. Indeed, the findings reveal that new packaging developments, which are largely incremental and cost focused, are led by the brand owners (manufacturer and store). Furthermore, packaging is regarded primarily as a commodity and the packaging manufacturers, and their R&D centres, are seen purely as suppliers. When creativity or new product development is required the brand owners seek the views of external marketing and design consultants rather than approach the R&D centres within the packaging industry, which often means that the packaging designed is not optimal, either for the product itself or for production. The paper illustrates how this situation, and the approach of FMCG firms towards the development of new packaging, as

well as the overall attitudes of the FMCG firms towards packaging manufacturers, is severely hampering the R&D processes of the packaging industry itself which represents a significant current challenge to the industry. Indeed it seems that the reality of this situation may be impacting on both of the industries and hampering innovation, which is clearly a key issue considering the importance of this element of the FMCG product offering.

Savvas Trichas (PBS)

‘Managing Leaders’ Impressions By Using Facial Expression’

The research present target is to discover how leaders’ Facial Expressions (F.E.) can be used to manage others’ impressions. The, underlying phrase behind the topic area is “searching for the facial expressions that give the impression of a leader”. The research eventually targets to create a theory on the perception of leaders’ facial expression. The plan to do that is to discover leadership perceptions for a specific group of people, find reference-based links between personality traits perception and facial expression, and use that knowledge to create leadership impression from actors’ facial actions. The contribution to the area of business is that the study will use methods with psychological background (such as F.A.C.S., Ekman et al., 2002) in the area of leadership perception, in order to accurately define perceived traits in facial actions (facial muscle movement and intensity). Rationally, an equivalency between leadership traits and facial expressions which express them can be constructed and used as a step to step leadership impression management tool. The instrument emerging from such a study could be use in professional managerial training. A step further, the philosophy that underlies the methodology could also be used as a cornerstone to build similar theories to other impression management aspects (frontline employees, first impressions).

Julian Weller (CEISR)

‘The ‘Participatory Turn’ In EU Governance - A Stillborn For Input Legitimacy?’

The EU Commission's (EC) 2001 White Paper on Governance repeatedly stressed the importance of civil society organisation and citizen participation in the EC policy-formulation process as a means to tackle the perceived input legitimacy problem of the EU. Nearly a decade after the publication of the White Paper the results of the ‘participatory turn’ in EU governance are rather mixed: While on the one hand the EC welcomes participation predominately via civil society organisations and they in turn are often happy to participate and provide useful expertise for the EC, civil society organisations are not able to act as a democratic transmission belt between citizens and the EU. The EC's participatory regime has been successfully geared towards output legitimacy. The problem of lacking input legitimacy has been largely untouched by the ‘participatory turn’, although this was one of the central problems of the White Paper. The presentation aims to answer the question whether the ‘participatory turn’ was the wrong route for increasing the EU's input legitimacy by comparing both citizen and civil society organisations' participation in the EC's consultation regime.