

Joint Event: Interdisciplinary Research in International Business and International Management: Publications, Grant Applications and Engagement.

Host:

Department of Organisation, Work and Technology, Lancaster University Management School;

International Business and International Management Special Interest Group, British Academy of Management (BAM)

Time: 20th May 2019

Location: A15 Charles Carter Building, Lancaster University

Event Description:

Interdisciplinary research plays a significant role in the international business (IB) and international management (IM) field. In the contemporary dynamic business environment, research with single disciplinary lens to question, reflect or resolve problems in international business management practices is often limited and only sensitive to a limited range of factors. In particular, the recent emerging paradigms, such as dynamics, aesthetics, and process in IB and IM areas call for a move beyond single disciplinary perspective which may not be sufficient to explore these topics in depth. Therefore, the value to IB and IM studies of interdisciplinary research for advancing theoretical development is of particular contemporary importance.

Interdisciplinary research is strongly encouraged by many funding bodies, internationally rated journals and UK impact research committee and policy-makers. The central focus of this event is to address the pressing needs for and issues of interdisciplinary research in IB/IM field in terms of journal publications, grant applications, research development and engagement activities. Therefore the event has the following specific objectives:

- drawing on the insight of leading scholars and successful grant applicants, to reflect on how interdisciplinary research can help to shape research proposal development
- drawing on the perspectives of journal editors, to foster understanding of how to develop a research paper based on interdisciplinary research and how to publish in top-tier journals
- to reflect on how an interdisciplinary lens informs our research in and contributes to theory development in IB/IM field
- to explore how IB/IM scholars can successfully engage more broadly the business and management community through interdisciplinary research
- to create a community of IB/IM scholars who are interested in interdisciplinary research and create an environment of mutual learning and benefit
- to facilitate a dialogue between academics and non-academics in IB and IM field

Programme:

9.30-9.45 Welcome and Networking

9.45-10.00 Opening Remarks

- Professor James Faulconbridge, Lancaster University (Head of Department of Organisation, Work and Technology)
- Dr Haina Zhang, Lancaster University (Co-Chair of International Business and International Management SIG, BAM) Sessions Chair

10.00-11.10 I Panel Speech--Journal Editors: How to publish interdisciplinary IB/IM research in top-tier journals

- Professor Geoffrey Wood, University of Essex (Editor in Chief of the British Journal of Management, Associate Editor of the Academy of Management Perspectives, and Editor of the Annals of Corporate Governance)
- Professor Daniel Muzio, University of York (Associate Editor of Journal of Management Studies)

11.10-12.50 II Panel Speech--Interdisciplinary researchers: How to do interdisciplinary IB/IM research, theoretically and methodologically?

- Professor Geoffrey Hodgson, Loughborough University London
Topic: Some Challenges for Interdisciplinary Research
- Andrew Jarvis, Lancaster University
Topic: Applying Power as an Interdisciplinary Lens to Understand the Contemporary Multinational
- Professor Emmanuella Plakoyiannaki, University of Leeds
Topic: The IB Researcher as Bricoleur: Rethinking Methodological Perspectives and Approaches

12.50-13.40 Lunch

13.40-14.50 III Panel Speech--Grant Holders: How to develop a successful grant application with an interdisciplinary approach in the IB/IM field?

- Professor James Faulconbridge, Lancaster University (grants holder for ESRC, EPSRC, British Academy, British Council and the Sloan Foundation)
Topic: Reflections on lessons from the Innovating the next generation professional service firm project
- Professor Tony Edwards, Loughborough University London (grant holder for ESRC, the European Union and its agencies and from a range of practitioner bodies such as the Chartered Institute of Personnel and Development and the Institute of Small Business and Entrepreneurship)
Topic: Securing an ESRC Grant in Response Mode: Lessons from the "Globalizing Actors" project

14.50-15.55 IV Panel Speech--Policy-Makers and Business Practitioners: How to have impact and engage non-academics through IB/IM research?

- Dr Ashley Thomas Lenihan, Head of Policy and Engagement, British Academy of Management
Topic: Engaging with Policymakers: Routes to Impact in Whitehall, Parliament, and the Devolved Nations
- Nadeem Khan, Managing Director of Optimizhr Consulting
Topic: Impacting business practice through aligning research.

15.55-16.00 Closing Remarks

- Professor James Faulconbridge, Lancaster University (Head of Department of Organisation, Work and Technology)

16.00 Networking

Speakers' Profiles (by order of presentations):

James R. Faulconbridge is Professor of Transnational Management and Head of the Department of Organisation, Work and Technology at Lancaster University Management School. James's research focuses on knowledge intensive and professional services, with a particular emphasis on the globalization of these services. James has completed extensive research in several sectors including advertising, architecture, executive search and law. He has published extensively in leading journals, including in the Journal of Economic Geography, Journal of Management Studies, Organization Studies and Work, Employment and Society. James co-authored the books *The Globalization of Advertising* and *The Globalization of Executive Search* (both Routledge). James has received funding from the ESRC, EPSRC, British Academy, British Council and the Sloan Foundation. Projects have looked at international management issues in advertising, architecture, engineering, executive search and law firms.

Haina Zhang is Senior Lecturer and Director of Engagement in the Department of Organisation, Work and Technology at Lancaster University Management School. She is a Visiting Professor of Guangdong University of Foreign Studies, an Associate Editor of *European Management Journal* and Co-Chair of International Business and International Management Special Interest Group (SIG) at British Academy of Management. Haina has extensive international research experience and her research interest focuses on international management, organizational behaviour, and human resource management. She has published her research in world-leading journals, such as *Journal of Management*, *Human Resource Management*, *Journal of Occupational and Organizational Psychology*, *Journal of Vocational Behaviour*, and *Journal of Business Ethics*.

Geoffrey Wood is Dean and Professor of International Business at Essex Business School. Previously he was Professor of International Business at Warwick Business School, UK. He has authored/co-authored/edited seventeen books, and over one hundred and seventy five articles in peer-reviewed journals. Geoff's research interests centre on the relationship between institutional setting, corporate governance, firm finance, and firm level work and employment relations. He is Editor in Chief of the *British Journal of Management*, Official Journal of the British Academy of Management (BAM), and is Associate Editor of the *Academy of Management Perspectives*, Official Journal of the Academy of Management (US). He serves on the BAM Council, and is a Fellow of BAM. In December 2018, Geoff was made a Fellow of the Academy of Social Sciences (AcSS).

Daniel Muzio is a Professor of Management. He joined York in 2018 from the University of Newcastle, having previously worked at the Universities of: Manchester, Leeds and Lancaster. He has held visiting positions at the University of Oxford, Cass Business School and Luiss Guido Carli in Rome. He is an associate editor of the *Journal of Management Studies* and a founding editor for the *Journal of Professions and Organization*. Daniel's research interests include the organisation and management of Professional Services Firms, the sociology of the professions, organizational and professional wrongdoing and diversity, inclusion and equal opportunity. Daniel has published in several

leading management, sociology and law journals, including: *Organization Studies*, *Journal of Management Studies*, *Human Relations*, *Journal of Economic Geography*, *Sociology* and the *British Journal of Sociology*.

Geoffrey M. Hodgson is a Professor in Management at Loughborough University London. He is the author of over 20 books including *Is there a Future for Heterodox Economics?* (2019), *Conceptualizing Capitalism* (2015 – winner of the Schumpeter Prize) and *The Evolution of Institutional Economics* (2004). He has also published extensively in leading academic journals. He is Editor-in-Chief of the *Journal of Institutional Economics* and Secretary of the World Interdisciplinary Network for Institutional Research (WINIR).

Andrew Jarvis is finalising his PhD at Lancaster University Management School. Working across both the Department of Organisation, Work and Technology and the Department of Entrepreneurship and Strategy, his thesis focuses upon the dynamics of power relations in the contemporary multinational. Prior to joining Lancaster University, Andrew spent 27 years working in a leading multinational in a variety of senior finance and strategy roles.

Emmanuella Plakoyiannaki is Professor of International Business at Leeds University Business School (LUBS), UK. She is Co-Chair of the International Business/International Management SIG of the British Academy of Management (BAM) and Co-Chair of the Northern Advanced Research Training Initiative (NARTI). Her research interests refer to qualitative research, international entrepreneurship, as well as consumer behaviour. She has published in the *Academy of Management Review*, *Journal of International Business Studies*, *Journal of World Business* and *Journal of Management Studies* among others.

Tony Edwards is Professor and the Director of the Institute for International Management at Loughborough University London. He has published extensively on the subject of management and labour issues in multinational companies and has a track record of attracting high-profile research grants from ESRC, the European Union and its agencies and from a range of practitioner bodies such as the Chartered Institute of Personnel and Development and the Institute of Small Business and Entrepreneurship. He is currently the lead researcher on a project entitled ‘Global Norms and Globalizing Actors in Multinational Companies’ funded by ESRC. Tony is a member of the Editorial Board of *Industrial and Labor Relations Review*, the Editorial Board of the *Human Resource Management Journal* and the International Advisory Board of the *British Journal of Industrial Relations*.

Dr Ashley Thomas Lenihan is the Head of Policy & Engagement at the British Academy of Management, and a Senior Policy Advisor at the Academy of Social Sciences and its Campaign for Social Science. She is also a Fellow with at the Centre for International Studies at the London School of Economics, and a Term Member of the Council on Foreign Relations in the United States. Her primary research focuses on the relationship between foreign direct investment and national security from an international relations perspective. Selected publications include her book *Balancing Power without Weapons: State Intervention into Cross-Border Mergers & Acquisitions* (Cambridge University Press, 2018) and ‘Sovereign Wealth Funds and the Acquisition of Power’ (*New Political Economy*, 2014). Dr Lenihan’s

secondary research looks at the relationship between research and the policymaking process. Selected co-edited books in this area include *Sustaining Natural Resources in a Changing Environment* (Routledge, 2018) and *International and Interdisciplinary Insights into Evidence and Policy* (Routledge, 2016). Ashley was previously a Senior Fellow with the Institute for Law, Science, & Global Security at Georgetown University, and began her career as an investment banking analyst (focused on Aerospace and Defence M&A) with Credit Suisse First Boston in London. She received her Ph.D. in Government, and her B.S. in Foreign Service, from Georgetown University.

Nadeem Khan is the Managing Director at Optimizhr Ltd. – a human capital consultancy that offers advisory and consultancy services around People Analytics, Talent Strategy and Leadership Development. An alumnus of the MA in Human Resources & Consulting from Lancaster University and an associate of the Chartered Institute of Personnel & Development, Nadeem specialises in Human Capital Analytics and its business impact. Recently, Nadeem was invited to speak at the 5th People & Workforce Analytics seminar in Brussels where he shared his research and insights with practitioners. Nadeem is an Official Trainer for the North & Western Lancashire Chamber of Commerce. He is also a contributor for People Management magazine, The UK Domain, Tucana and Crunchr.