

Solent Business School Student Conference

30th June 2022



We are proud to welcome you to our first ever conference exclusive to Solent University Business School students – undergrad, postgrad as well as alumni. This initiative is linked to Solent’s core strategic priority of furthering knowledge through research and engaging with our communities for an exchange of knowledge. We aim to provide student researchers with a safe and nurturing space to present and discuss fascinating research projects and ideas.

Schedule of activities

Start	End	Event	Rooms
09.30	10.00	Registration	Sparks Lobby
10.00	10.15	Conference open, welcome + introduction to plenary	Palmerston LT
10.15	11.00	Plenary session: “How to disseminate research work using non-traditional channels?” – Jude Hanley	Palmerston LT
11.00	11.10	Break	
11.10	12.30	1 st presentation slots	TS215/ Palmerston LT
12.30	13.10	Lunch break	
13.10	14.30	2 nd presentation slots	TS215/ Palmerston LT
14.30	15.00	Poster discussion + networking	Palmerston/ Near TS215
15.00	15.10	Break	
15.10	16.30	Final presentation slots	TS215/ Palmerston LT
16.30	17.00	Best presentation/poster award + networking Conference close	TS215/ Palmerston LT

Presentation slots / posters outline

Slots	Timing	Presenter
1 st Presentation slots	11.10 to 11.30	Chris Loveday
	11.30 to 11.50	Stephanie Carpenter
	11.50 to 12.10	Mocky Khan
	12.10 to 12.30	Robert Dalton
2 nd Presentation slots	13.10 to 13.30	Ilektra Dobrina-Lekka
	13.30 to 13.50	Ross Carpenter
	13.50 to 14.10	Tomasz Lasek
	14.10 to 14.30	Zakia Sultana
Poster presentations	14.30 to 15.00	Kiera Mclaughlin
		Lerato Kumalo
		Jean-Paul Ndindamahina
		Mocky Khan
		Zakia Sultana
		Darren Cooley
Final presentation slots	15.10 to 15.30	Sergio Morales Heredia
	15.30 to 15.50	Laura Morris
	15.50 to 16.10	Jean-Paul Ndindamahina
	16.10 to 16.30	Kelly Doughty

Plenary session

How to disseminate research work using non-traditional channels?



Jude Hanley is a Higher Education Careers Adviser, freelance writer, LGBTQ role model and Fellow of the Higher Education Academy. She can often be found supporting academic staff to embed employability into their curriculum, advising students on their career paths and researching job roles and current issues within the world of careers and employability. She takes an active role in challenging prejudice and driving forward the EDI agenda. Her research work focuses on creating written content for careers websites and publications. Research topics include employability, graduate outcomes, and LGBTQ+ resources. Jude is also a member and secretary of the Careers Writers Association and member of the Careers Development Institute (CDI).

Presenter abstracts

Understanding the use and impact of Interactive TVs in lessons at Key Stage 3 and 4

Chris Loveday

My research will focus on the role of technology in lessons, particularly Interactive TV's (ITVs). It will explore the current technology in classrooms, and its impact on teaching and learning as a benchmark. We will install ITVs in every classroom over a three-phase programme. We will continue to collect data, both qualitative and quantitative at regular intervals during the programme. The data will be collected through surveys of both staff and pupils.

The objectives of the project are as follows:

- To understand the current use of technology in lessons
- Identifying current barriers to using technology in lessons
- Measuring the pupil experience of lessons and the impact technology has on it
- Understanding the impact implementation of ITVs has on Teaching
- Understanding the impact implementation of ITVs has on learning

I have applied for ethics approval as my project requires data collection from pupils aged 11 – 16 years of age. I have collected base data from teaching staff and hope to collect base data from pupils by the end of June.

Paediatric Project Success Story - Implementation of a bespoke Paediatric Blended Learning Training Program

Stephanie Carpenter

Solent NHS trust employs a workforce of over 6000 staff incorporating a targeted clinical workforce requiring manual handling level 2 training as part of clinicians mandatory training compliance. Solent NHS Trust was established in April 2011 delivering a generic manual handling training program to an identified targeted audience trust wide.

I identified a gap challenging the 'status quo' in the provision of manual handling training following my transition from my former physiotherapy role within the trust in February 2020 to that as Lead Manual Handling Trainer.

My project proposal for the development and implementation of a bespoke blended learning paediatric manual handling program was built upon research driven by my own personal life experience as a parent to a disabled child with complex special needs supported by feedback sought from children's services attendees to generic manual handling training, reflecting a common theme that the current classroom based manual handling training did not meet the needs of paediatric clinical teams. Further research methods included consultation with paediatric clinical service leads and clinicians, shadowing within outpatient clinics and home visits. Reflective practice identified the specific nature of manual handling challenges and focus points in terms of promoting postural stability and typical problem-solving approaches.

A special interest group was created to support the formulation of the blended learning program to encompass an e-learning module (level 1) and level 2 classroom based practical training session applying theory to practice and consolidate the learning outcomes of a bespoke and targeted manual handling training deliverable.

Generation M: How should Marketers engage with and influence consumer buying behaviour of Bangladeshi and Pakistani Muslims under the age of 30 in the UK

Mocky Khan

Janmohamed (2016) seminal book on 'Generation M' states that Muslims Millennials are changing the world and demanding and wanting more. But how do we know that and who are they? How do you know that is what young Muslim want and mean? Who is saying that? Do they mean it? What are the challenges of being a Muslim in a Western country?

This research is analysing and reviewing the impact of culture, identity, marketing, and religion on young Muslims (Bengali and Pakistani), who are second generation and under the age of 30 in the UK. Gauging the level of religiosity, the implications of following the teachings of the Qur'an and the impact it has on those living in the UK.

Social pressures, expectation of being a good Muslim, the role and surveillance by the family and community structure and being a woman can have a dramatic influence on what you can and cannot say and think and how Generation M behave. Mocky will assess the impact this can have on methodology and findings.

Mocky will share some of the challenges, the initial insights, and perspectives of being a 'Gen M' in the UK and the potential real-life benefits that this research can provide to assist in greater understanding and integration of Western and Islamic communities.

Dimensions Of Advantage – How PR Practice in The UK Reveals the Workings of Power

Robert Dalton

This study examines the workings of power in public relations practice in the UK. It considers if variations in the management of public relations in contested circumstances can be better explained by sociological accounts of power than by professional accounts of relative effectiveness.

The theoretical perspective adopted by the study was constructionist in form and mainly qualitative in approach although some data were deployed quantitatively. Two research instruments were used: a content analysis of selected case studies of best practice in the UK; and a survey of elite PR practitioners and commentators on practice and power. Outputs were constructed using the Luke's (2005) dimensional framework.

The study generated 74 findings. In general, these claim that professional accounts of public relations practice are broadly incoherent when matters of power prevail strongly. Instead, strategic and tactical decisions can be accounted for more robustly, but sometimes conditionally, by the workings of power and its negotiation societally.

Whilst well described sociologically, and despite a robust body of specific conceptual discussion available to the profession, power remains a poorly understood and potentially misdirected matter within the field of PR and one where improved knowledge would have a significant impact on contemporary practice. In particular, this would contribute to programmes associated with transparency and accountability, co-production, and values driven marketing and brand communication demanding high levels of trust and authenticity.

Greater knowledge and modification of power effects in practice, therefore, may offer significant improvements in effectiveness in ways that generate more predictable and transparent outcomes.

The importance of organisational culture at HSBC throughout the different generations.

Ilektra Dobrina-Lekka

My research question is about the organisational culture at HSBC throughout the period of 1990 to 2022. The importance of corporate culture in establishing organisational success cannot be overstated. Every manager should seek to create an organisational culture that allows for smooth organisational transformation via employee change acceptance. Managers, on the other hand, confront problems such as employee resistance to change. Fear of acquiring new skills, new and extra duties, power shifts, leadership, or management, and the stress that comes with change all contribute to resistance to change. A prospective manager should focus on organisational culture and transformation since they are the foundation of organisational success. Employee work happiness, motivation, and dedication to achieving corporate goals and objectives are all determined by them. It is tough to create an acceptable corporate culture that ensures success. However, ambitious managers should work to improve it since organisational success is a phantom without it. Qualitative method has been used for this research. The approach of naturalistic inquiry known as qualitative research aims to get an in-depth knowledge of social phenomena by studying them in the context of their natural environment. It is based on the first-hand experiences of human people as meaning-making agents in their day-to-day lives and focuses on the "why" rather than the "what" of social occurrences. Interpretivism approach has been used for this project. If you're interested in incorporating human interest into research, you will want to use the term "interpretivist" or "interpretivist." So interpretative researchers concur that only social creations like language, awareness, shared meanings, and tools provide access to reality given or socially produced. The criticism of positivism in social science provides the foundation for the growth of interpretivist philosophy. As a result, qualitative analysis is given precedence over quantitative analysis in this mode of thought. The findings of this research were presented as interviews. A questioner of 10 questions was created prior to the interview regarding collaboration, support and inclusivity.

How the COVID-19 pandemic is impacting on the productivity of those managers working from home

Ross Carpenter

The COVID-19 pandemic saw staff working from home with only key workers permitted to travel into the office. This brought about monumental change across the country with employees at all levels finding themselves setting up makeshift offices, dealing with home schooling, and, for managers, managing teams of staff from their own homes.

This study explored what impact this huge change to the way of working had on the productivity of managers, specifically those working in professional services at the University of Southampton. It viewed how the working landscape changed for managers, looked at how individuals considered their levels of productivity both during the lockdown and since, how they considered productivity may change if persistently working from home, and what impact it might have in the longer term.

Literature on flexible working arrangements and working from home was reviewed, particularly on the impact on productivity, with an online questionnaire distributed to staff working in the Estates & Facilities department at UoS. Interviews explored answers in more depth with analysis showing that working from home had largely, positively impacted on productivity, and was considered to do so were it to continue.

Only working from home while managing a site-based team was seen as less realistic, and a mixed model of working from the office and home desirable. It was recommended that organisations considered the working week for managers to include a mix of productive home working with site-based attendance.

Further research should investigate the ways an organisation could save money by utilising workstations and repurposing space while staff work from home.

Ethical volatility: investigating corporations' intensity of the reaction to ethical actions

Tomasz Lasek

The application of ethics to business is not a new idea, this idea emerged in the late 20th century. It is widely agreed that ethics do have an impact on corporations, there are several theories that dictate why this might be happening. Nevertheless, there are still questions to be answered such as if different corporations and industries react differently to morally grounded actions in comparison to the market- this is what this research aims to find out with the invention of the ethical volatility model. For the purpose of this study two variables will be studied: share-price change and ethical news; this will be done to evaluate how the news impacted the share price. The news will be sorted into three unique categories derived from Carroll's pyramid model of corporate social responsibility.

To illustrate the factors that affect the business growth of women entrepreneurs in handicraft sector of Bangladesh

Zakia Sultana

This paper pursues to find the factors that affect business growth of women entrepreneurs in handicraft sector of Bangladesh. The purpose of this research is to evaluate the characteristics and types of businesses owned by women entrepreneurs, demystify the complex issues that causes the obstacle of women entrepreneur's growth, examine the supports available for women entrepreneurs and recommend measures for ensuring the wider participation and contribution of women entrepreneurs in SME of Bangladesh. A precise literature review has illustrated in this research to attain the clear scenario of the women entrepreneurs' obstacles and their business growth. Scotts' (2013) three pillars of institution: regulative, normative, and cognitive has conducted to find out the factors that affect the women business growth. Mixed methods are using in this research. Quantitative research of this study, the researcher collected numerical analysis of around 46 participants through the JISC survey methods by the application of closed-ended questionnaires. For final year, 10 semi-structured interviews will be carried out to explore the findings from the questionnaires via video call, Teams, or Zoom meeting. Correlation, descriptive analysis, reliability test, Mann-Whitney U tests, non-parametric data analytical techniques were conducted in this research using the software IBM, SPSS, and Stata. The findings of this study, revealed that business growth of women entrepreneurs in handicrafts sectors of Bangladesh are correlated with the financial resources, rules and regulations of the governmental and non-governmental organization, social stigma (family issues, restriction of women mobility, gender discrimination), human capital (education, experience) and so on. The study has gender-specific, industry-specific, size-specific, and region-specific limitations. The research will contribute to improve the socio-economic status of women entrepreneurs in Bangladesh.

The Sustainability of the Spanish State Pension System

Sergio Morales Heredia

In which scenario the social security systems of the state pension is sustainable? Economists working in the mainstream tradition have tended to interpret European countries' demographic trends as a threat to the sustainability of their pension systems, having consequences that could lower pensions, raise tax, and significantly increase retirement ages. EU countries' life expectancy is expected to increase this century at a slower rate than in the last 60 years, and birth rates have declined sharply and have stabilised in the past 25 years. Consequently, the elderly population is forecast to increase at a faster rate than when pension systems were established. Pension systems in Europe are very different so my paper will consider the case of Spain that has a Bismarckian and pay-as-you-go pension system funded by the employer and the employees with defined benefits.

Mainstream economics applies unwarranted confidence in how people behave and how the economy works (poor positivism). In contrast, this paper presents an open and more realistic approach to these questions and use of different assumptions/ scenarios with a wider range of policy choices that the society must face.

More specifically, projections of the variables will be analysed in simulations of the sustainability of the state pension system under different policy scenarios and assumptions of how the economy works. Simulating and discussing these will produce a more in-depth analysis of the problem. From the results of our projection scenarios, recommendations will be made in order to maintain the sustainability of the state pension system.

How do perceptions of authenticity held by academic staff affect organisational credibility, with specific reference to communications concerning wellbeing as managed by a higher education institution in the UK during the Covid-19 pandemic of 2020-21?

Laura Morris

The effects of the Covid-19 pandemic have been world changing. The psychological strain and cognitive burden(s) characterising contemporary times now undermine traditional commonplace norms and expectations. A demand for authenticity is driving social interest and is being projected onto all areas of daily life. With a specific focus upon how perceptions of organisational authenticity are formed, the research applies the researcher's own proposed framework to examine how a university within the United Kingdom managed the wellbeing of its academic staff during the height of the pandemic. The research examines the extent to which the university's communications were aligned with its actions and how, from the perspectives of academic staff, perceptions regarding the authenticity of the university were influenced. The researcher's framework incorporates notions of wellbeing with concepts of trust and truth, organisational legitimacy, and corporate image, to assess perceptions of authenticity in relation to associations with consistency.

The findings indicate a correlation between inconsistent behaviour and negatively associated perceptions of authenticity. Whilst definitive conclusions cannot be extrapolated from the primary data, the outputs inform insightful discussion and consideration towards a topical subject of on-going social interest. The application of the proposed framework supports consideration towards the conceptual nature of (perceived) authenticity by drawing attention to contextual influences, acknowledging how numerous other factors contribute towards informing individual views and beliefs. The research concludes by synthesising the findings from both primary and secondary research and recommends direction for further study.

The Impact of Technology use on Cultural diversity Management: the case of UK's food retail industry

Jean-Paul Ndindamahina

The modern use and adoption of technology demands organizations to think of new models of business including the people management strategy. The future of the food retail industry will depend on the effectiveness of use and adoption of technology as well as its awareness of its multiculturalism. It is argued that the continuing lack of Technology-CDM driven models causes a disruption of competitive behaviour as well as cultural relations in the food retail stores. It is suggested then that a new model of T-CDM-P can both bridge the gap between technologically perceived values and cultural diversity strategies among multigeneration workforce in the food retail sector and enhance current in-stores cultural diversity management strategies increasing competitiveness and organization's performance. This study investigates the use of technology on cultural management using exploratory sequential mixed method. The project research is at a data collection stage.

The City of London

Kelly Doughty

London is known for being the capital of England, a tourist attraction around the world attracting around 4 million visitors a year signifying a primary tourist destination with a vibrant economy. The City of London is distinct from London. The City is known as the 'square mile' situated quietly in the heart of London.

The City operates silently as a powerful separate state, via their peculiar anachronistic medieval governance system, which predates any legal authorities, known to be the longest continuously self-governed district in the world. The City is afforded huge privilege, enabling them to exercise undisturbed, unreformed highly beneficial freedoms, rights, and privileges which are prescribed by ancient yet valid law

The Corporate name for the City is known as The Mayor, Commonalty and Citizens, meaning the freeman and citizens are a body politic and collectively make up the City of London Corporation, can be defined as 'sui generis' unique.

It is submitted that the City of London operates privately with little to no regard for the rule of law concept. It is suggested the majority of the public are unaware of the separately operating State, thus signifying a requirement for research to enable awareness, transparency, and accessible information as to enable the public to make a distinction between these substantially different places and how they are governed.

The research is a critical analysis of the City of London, using predominately qualitative methodological methods. The research aims to Develop conceptual theory from a legal and regulatory aspect, drawing hypothesis of potential positives effects and potential adverse or detrimental effects to the UK as a consequence of City business.

A review of what motives Southampton Brides and Grooms to hire a wedding planner, and what helps them choose the right person

Kiera McLaughlin

The aim of the project, which is in its early stages, is to determine the value of wedding planners and will investigate what motivates couples to hire one. Literature sources will contribute to the study and will develop the understanding of various subjects that affect wedding planners. For example: consumer motivations, wedding traditions, gender stereotypes, virtual planning systems and the media. Quantitative data will be collected through two separate surveys. The first survey will target couples who used a planner, and this will determine what motivating factors pushed them to hire one and whether they would use one again. The second survey will be used for couples who did not use a planner, and this will assess whether they felt they made the right decision. The results from this research should help planners to understand their customer motivations and help them to market themselves to a wider audience.

Effects of Patriarchal Shifts on Women Leadership in The Banking Sector in South Africa

Lerato Kumalo

Since the new democracy of South Africa in 1994, more female graduates have been formed to complete their schooling on time in comparison to their male counterparts, although gender inequality is still a crucial issue that is limiting women to become leaders in their own rite in various industries. This paper aims to research at why men are more likely to be chosen to succeed in the banking sector of South Africa, and why women are at a hinderance when it comes to being at the forefront of leadership in the corporate spaces, resulting in a lack of representation in the communities. A gap has been identified by the researcher with regards to the lack of female representation in senior positions within the banking sector, which showcases an alarming figure of gender inequality and racial inequity within these organisations. Patriarchy and glass ceiling theories are a well-known concept that will be deeply analysed in the corporate banking spaces of South Africa.

Are educators able to transform into managers in the Secondary School Sector within the United Kingdom?

Darren Cooley

The research focuses on the topic of accidental management, with the key research question being "Are educators able to transform into managers in the Secondary School Sector within the United Kingdom?". The research aims to explore the topic of through the process of academisation of secondary schools in the UK, what support has been provided to educators to be able to make this transition with now a change of roles and responsibilities being imposed upon them. The research will aim to collect the necessary primary data to support the research using semi-structured interviews with 10 participants.

The aims and objectives of the research are as follows:

Aim: This paper aims to explore accidental management in the UK secondary education sector and ascertain what can be done to help educators transform into effective managers and leaders.

Objectives:

1. To explore the current training available to staff in the secondary education sector and ascertain whether it is sufficient to enable staff to develop and ascertain the skills required in their roles.
2. To explore the recruitment process in the education sector to ascertain if improvements can be made to reduce the likelihood of staff being appointed to positions, they are not suitable for.
3. To explore the current support networks in place for 'academies' to ascertain if 'academies' are provided with the transitional support which is deemed necessary when becoming 'individual' businesses.
4. To explore whether there is a difference between the support provided to staff who are classified as 'support staff' compared to 'teaching staff' and whether this impacts whether accidental management is systemic or isolated in the education sector.

Conference Organisers



Dr. Akash Puranik

Akash completed his doctoral research from Open University in 2020. He is passionate about ethnographic, qualitative research methods with a specific interest in informal unstructured collaborative work. He is currently working on a number of Teaching & Learning research projects as well as focusing on publications from his PhD.



Dr. Whysnianti Basuki

Whysni is an experienced researcher, who obtained her postgraduate certificate in research methods and PhD from Solent University. Her research interests are entrepreneurship (particularly female entrepreneurship and entrepreneurship education) and strategy in small and medium-sized companies.