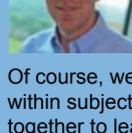


Huddersfield Business School

Spring Research Update



Welcome from Professor Stuart Roper, Associate Dean (Research and Enterprise)



Welcome to our latest newsletter that gives us a flavour of the breadth of research activity going on in HBS. The the Research Excellence Framework is at last concluding and by the time you read this the university should have submitted our full set of papers, impact case studies and environment statements to Research England. The leap in our research trajectory is demonstrated by the fact that HBS will be submitting over 70 more staff to REF2021 than REF2014. Many thanks to all who have contributed.

Of course, we are now in a new REF period and it is heartening to see the variety of research taking place within subject groups detailed in this newsletter. Although we remain online we are still able to come together to learn more about research, with our seminars and the Research Day on 15th April. This will be a mix of plenary and also parallel sessions, led by our Research Centres that will feature presentations about research by staff and PGR students. Please do attend and do enjoy this latest newsletter.

Good News! Celebrating our achievements as a School

REF2021
Research and Enterprise are now completing the University's REF2021 submission. The submission represents a huge amount of work from people across the School and University, and will have a lasting impact on how we do research in the future.

HBS REF KEY FACTS:
2 Units of Assessment
A total of 232 papers submitted
9 impact case studies submitted

AACSB Accreditation
We are really pleased that, following the submission of our First Progress Report and review by AACSB's Initial Accreditation Committee at their February meeting, it has now been confirmed that we can apply for a Peer Review Visit. This is a significant step forward in the School's AACSB accreditation ambitions – the visit is the last major stage in gaining initial accreditation – there is a lot of work to do before then to prepare, but we expect the visit to take place in 2022.

PGR Completions

These HBS students have completed their Masters by Research, PhD or DBA qualifications so far in 2021:

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What's on in HBS?

Research Politics: Examining Citation Networks and Research Practices in Degrowth Literature
When: 23rd March 10:15-12:15
Where: Teams
Presentation from James Scott Vandeventer, Lecturer in Management:
The talk begins from a starting point of research as political. James will then look at how publications, citations, and research practices come together to perform a particular research object (degrowth). This allows for reflection on the implications of research politics for citations, impact, and scholarship more generally.

School Research Day
When: 15th April
Where: Teams/Zoom
In lieu of the usual 3 day research conference, the School will host a one day Research Day. Plenary and parallel sessions will take place from across the School, which will explore and showcase the range of research activity that has been taking place even in the face of the ongoing COVID-19 restrictions. Formal invitations and the programme will be available soon, so keep an eye on your inbox for information!

Intercultural Awareness Training
When: Ongoing
Where: Teams
Jo Thomas and Sara-Jane Postill are providing training throughout March, April, May and June to facilitate learning and development in the context of intercultural awareness, which is vital for providing a supportive and productive environment for the diverse group of staff and students in Huddersfield Business School.

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Shantay you stay or sashay away?

Brendan Canavan has published an article in *Marketing Theory* exploring the presentation and interplay of postmodern and post-postmodern behaviours and attitudes within the online fandom of reality TV show *Ru Paul's Drag Race* through the lens of 'authenticity'. Employing a netnographic methodology, observing the interactions of fans within its online community on social networking platform Reddit, the research uncovered the various ways fans deconstructed and reconstructed the show's contestants, hosts and judges, narratives, and editing, and the impact it had on their own identities and ideas of identity in terms of gender and sexuality. Read the article [here](#).

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Subject group update: ISSE

Monthly informal research chats are continuing in the subject group, with a focus on discussing the issues researchers encounter through their work. Chats so far have included topics including 'doing research during a pandemic, and 'writing a good research paper. From this month the chats are open to everyone in the Department of Management. Monthly hour-long seminars, arranged by academic staff in the subject group for PGR students are ongoing, and provide a space for developing key research skills and sharing best practice. The next seminar is on 24th March 2021 from 14:30-15:30 on 'Writing Quantitative Research: Methodology and Findings'

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Subject group update: LTOA

Research outputs:
LTOA staff members submitted their outstanding research outputs for REF2021 published in internationally excellent (3*) and world leading (4*) journals. Impressively, staff members have already published research articles in 3* and 4* journals eligible for the next REF exercise.
Impact cases:
Two impact cases led by **Dr Alex Nikitas** and **Dr Jim Bamford** were submitted for REF2021 Awarded research grants:
Dr Alex Nikitas was awarded £70,000 from Kirklees Council (a full scholarship for one PhD student).
LTOA students' achievements:
Eloise Wight (NOVUS student) won the CILT's Logistics Undergraduate Dissertation of the Year Award (2020).
Severina Butovich (MSc Behavioural Economics and Decision Science student) won the CML Best Master's Dissertation Award (2020).
In 2021 Tsey-Yin Chan and Rachel Thornton published articles for the CILT Focus Journal.

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New staff profile

Honglan Yu came to Huddersfield Business School from Adam Smith Business at the University of Glasgow. His research interests include organisational learning within organisations and re-internationalisation. Honglan recently won the Lazaridis Institute Best Paper Award for International Entrepreneurship at the 2020 EIBA Annual Conference.

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Avoiding the negative impacts of furlough on employees

The Coronavirus Job Retention Scheme will now be extended to the end of September. The scheme allows organizations to furlough employees and apply for a grant to cover 80% of their wages. **Joanna Szulc** explored the micro-level impact of furloughs on individual employees. The study, conducted with her former MSc student, revealed furlough was perceived as a threat to job security but, at the same time, it was relatively positively received as a cost-saving exercise which created new opportunities for proactive up-skilling and exploring new employment opportunities.

The study raised several recommendations for businesses. First, effective consultation clarifying the rationale for furlough and why employees had been selected will positively impact perceptions of fairness. Second, clarifying the financial position and length of expected furlough is likely to alleviate the potentially negative impact of furlough on one's motivation through the decreased feelings of uncertainty. Third, furloughed individuals often considered their skills to be inferior to the skills of their non-furloughed colleagues. To avoid self-esteem and confidence problems among furloughed individuals, employers may consider implementing return-to-work interviews where employee's value and contribution to the organization is emphasized. Read the article [here](#).

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