



The CEGBI/CSWL/WRCEO Summer Conference 2014

The York Management School

30 June 09.00 to 18.15, LMB/002

1 July 09.00 to 19.00, LMB/036X

Programme

Monday 30 June 2014

09.00 – 09.30 Registration and Coffee/Tea and Pastries

09.30 – 10.30 Chair: Stephen Linstead (The York Management School, University of York)

Welcome: Bob Doherty (The York Management School, University of York)

Keynote Speaker: Damian O’Doherty (University of Manchester)

10.30 – 12.00 **Session 1 – Beginning of the Day: Working Lives**

Chair: Robert McMurray (The York Management School, University of York)

‘Rhythm analysis, service operation and healthcare.’

Lynne Baxter (The York Management School, University of York)

‘Competition in fun corporate culture: the influence of sport and teams.’

Carolyn Hunter (The York Management School, University of York)

‘Telling the Story of Problems’

Nicholas Snowden (The York Management School, University of York)

'The Mod Generation - Filming the Everyday Extraordinary'
Stephen Linstead (The York Management School, University of York)

12.00-13.00 Lunch

13.00 – 14.30 Session 2 – Employee Ownership and Decision Making

Chair: Qin Zhou (The York Management School, University of York)

'Employee behaviour in UK stock option plans: which employees become shareholders?'
Andrew Pendleton (The York Management School, University of York), Andrew Robinson
(University of Leeds)

'The impact of financial literacy on investment behaviour and decision-making in
employee stock option plans.'
Andrew McFaul (The York Management School, University of York)

'Analysis of the effect of deferred compensation on employee retention: stock ownership
and stock options respectively.'
Barbara Bechter (The York Management School, University of York)

'Employee ownership: incentive, entitlement or gift? A discourse analysis on the
perceived values, meanings and objectives of employee share ownership.'
Constantin Ciachir (The York Management School, University of York)

'Cultural diversity and subjective well-being of Brazilians and Portuguese workers.'
Helenides Mendonça (Universidade Católica de Goiás, Brazil)

14.30 – 14.45 Tea/Coffee Break

14.45 – 16.15 Session 3 – Finance and Risk

Chair: Jill Webb (The York Management School, University of York)

'Recent advances in explaining hedge funds returns: implicit factors and exposures'.
Dimitrios Stafylas (The York Management School, University of York)

'Understanding consultation and the regulatory policy process through neo-Durkheimian
institutional theory: the case of UK accounting regulation.'
Philip Linsley (The York Management School, University of York), Robert McMurray
(University of Durham), Philip Shrives (Northumbria University)

'A historical study of company risk reporting: the case of the oil tanker fleet financial crisis of Burmah Oil Company (BOC), 1970-1983.'

Neveen Abdelrehim (The York Management School, University of York), Shraddha Verma (The York Management School, University of York), Philip Linsley (The York Management School, University of York)

'The implications of trader cognitive abilities on stock market properties.'

Viktor Manahov (The York Management School, University of York)

16.15 – 16.45 Tea Break with Scones, Strawberries and Cream

16.45 – 18.00 Session 4 – Fairtrade and Heritage Management

Chair: Ann-Marie Akehurst (University of York)

'Fair trade in the frame: a rhetorical analysis of new market creation and institutionalisation.'

Bob Doherty (The York Management School, University of York)

'Conflict, competition, challenge: historic homes prepare for the future.'

Jocelyn Hayes (The York Management School, University of York)

'Conservation and the working lives of craftspeople.'

Sophie Norton (The York Management School, University of York)

'The carrying trade and railway monopolies in England, 1830-1850.'

Carolyn Dougherty (The York Management School, University of York)

18.00 – End of Day One

Tuesday 1 July 2014

09.00 – 10.30 Session 1 – Brands and Advertising

Chair: Yoo Jung Ha (The York Management School, University of York)

‘How an individual’s self-construals, cosmopolitan and local orientation affect the impact of the four self-congruity types on brand attitude: an emerging economy perspective.’
Fernando Fastoso (The York Management School, University of York), Hector Gonzalez-Jimenez (University of Bradford), Kyoko Fukukawa (University of Bradford)

‘The impact strategy of airlines’ alliances on the brand management practices.’
Dana Kakeesh (The York Management School, University of York)

‘Decision-making processes influencing carriage building achievements on British railways: the Pullman Car Company contribution to innovation, branding and design, ca. 1920-1963.’
Antony Ford (The York Management School, University of York)

‘Evaluating marketing strategies during crisis: the case of Egyptian hospitality institutions.’
Doaa Shohaieb (The York Management School, University of York)

10.30 – 11.00 Coffee/Tea Break

11.00 – 12.30 Session 2 – Creativity and the Soft Side of Innovation

Chair: Andrew Popp (University of Liverpool)

‘UK-European film co-production: a model for creativity?’
Andrew Higson (University of York), Huw D Jones (University of York)

‘Advertising under austerity 1947-51: another case of institutional failure in the British economic past.’
David Clayton (University of York)

‘Immigrant entrepreneurs on world’s successful global brands.’
Nur Suhaili Ramli (The York Management School, University of York)

‘Trademarks and the evolution of capitalism: a global perspective.’
Teresa da Silva Lopes (The York Management School, University of York)

12.30 – 1.30 Lunch

13.30 – 15.00 Session 3 – Professions and Services

Chair: Professor Richard Common (The York Management School, University of York)

‘Lessons from the past: managing the 1966 World Cup preparation process.’

Kevin Tennent (The York Management School, University of York), Alex Gillett (The York Management School, University of York)

‘The Language of Management: a longitudinal study of word usage in leading management journals from 1960.’

Philip Garnett (The York Management School, University of York), Timothy Clark

‘Power grab or altruism? The struggle for professional recognition by railway operators.’

Nicola J Forsdike (The York Management School, University of York)

‘Creating corporate identity and reputation: bankers’ portraits in the Victorian era.’

Victoria Barnes (University of Reading), Lucy Newton (University of Reading)

15.00 – 15.30 Coffee/Tea Break

15.30 – 16.45 Session 4 – The Evolution of Business Networks and Governance

Chair: Dan Wadhvani (University of the Pacific and Copenhagen Business School)

‘Business groups in Portugal (1900-2010): family, power and structural change.’

Alvaro Ferreira da Silva (Universidade Nova de Lisboa)

‘Pushing and pulling towards a transnational co-ordination of wages policies: a micro-theoretical approach.’

Bernd Brandl (The York Management School, University of York)

‘Bureaucratic politics: explaining the Common Security and Defence Policy of the European Union.’

Simon Sweeney (The York Management School, University of York)

16.45 – 17.45 Closing Session

Chair: Teresa da Silva Lopes, The York Management School, University of York

Key Note Speaker: Walter Friedman, Harvard Business School

17.45 – 19.00 Summer Conference Drinks

19.00 End of Conference



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