PBS Eighth Postgraduate Research Student Conference

VENUE: DENIS SCIAMA BUILDING

Wednesday 5 June 2013

Programme and Abstracts
Programme

Buffet Lunch and Welcome DS 2.14

12.30 - 1.00 pm  **Buffet Lunch**

1.00 - 1.05 pm  Welcome  (Judy Rich, PBS Faculty Research Degree Coordinator)

**GSDP/Teaching Evaluation**

Please place sheets in the Feedback Forms Box in DS 2.14

1.05 - 1.20pm  Dean, Professor Gioia Pescetto and prize giving

Best publication by PGR student for 2012/13 – Prize £1000
Best poster voted by PBS PR students and staff – Prize £500 for funding to attend a conference or training development

1.20 -1.35 pm  The Graduate School - UoP environment for PGR students

Darren van Laar, Director of Graduate School
### 1.40 – 3.10 pm Panel session 1 (10 presenters)

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### 3.10 – 3.30 pm TEA/COFFEE BREAK VENUE: DS 2.14
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China: Tourism, capital flight and financial markets | Stream F  
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Environmental Economics: Fishing and waste management | Stream G  
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Social media: Marketing and voting |
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Assessing tourism sustainability in an ancient town: The case of Li Jiang | Ruth Pincinato  
Seafood market in Southeast Brazil: A general analysis | Iva Atanassova  
Investigating Small and Medium Sized Enterprises' (SMEs) social media marketing strategies: A dynamic capability approach |
| Muayad Hattab  
Voluntary promises in employment law: A study of the legal approach in the UK and the US | Tianhui Sun  
What is so different about China's capital flight? | Illisriyani Ismail  
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Abstracts

Ishmael Ackah  
**Title: Manna from heaven, energy consumption and economic growth in oil producing African Countries**

Oil revenues should aid economic growth. However, oil producing countries in Africa have not been developing as fast as their counterparts in Europe and Asia such as Norway, Indonesia, China and UK. Studies have shown that total factor productivity (Manna from Heaven) contributes immensely to economic growth. It has also been found that, there is a relationship between energy consumption and economic growth. This study measures the growth rate of total factor productivity (TFP) and examines the relation between non-renewable energy consumption, renewable energy consumption, human capital and economic growth in oil producing African countries. An augmented production function is employed to estimate the TFP. In addition, a panel cointegration and a fixed effect model in pooled least square is used to examine the relationship among the variables. The findings suggest that the growth rate of Total Factor Productivity is time-varying. The panel estimations indicate a significant relationship between economic growth, non-renewable energy consumption, renewable energy consumption, capital and human capital development. The study recommends that oil producing African countries should identify alternative sources of energy, invest in commercial sources of renewable energy and promote policies that can lead to TFP growth.

Danny Aitkens  
**Title: The use of simulations to alter risk perceptions and behaviours of members of the public to storms, floods and earthquakes**

Full scale simulations are used by the Emergency Services and other organisations to train their staff and gain experience of how to deal with different types of emergencies, such as fires and floods. These simulations are designed to improve the effectiveness of the emergency response services, but no similar approaches are made available to improve crisis response at individual and community levels. To determine whether crisis simulations to the public are effective, three simulation methods for three types of crisis event were generated and administered at random to participants. The initial attitudes to crisis events and the reactions during the simulation were recorded, with a follow-up longitudinal study three months later to record any changes in attitude to crises and actions taken to improve crisis resilience. The feasibility study for this research demonstrated that experiential learning through simulations was preferred to passive learning, and over 60% of respondents had taken some form of action which could improve their resilience to crises. These initial results suggested that the simulations have a measurable effect, leading to refinements of the method for a full study over a larger sample population.

Abdullah Alhaqani  
**Title: The core obstacles of continuous improvement implementation in the public sector**

Implementing continuous improvement is a challenge that public sector organisations face in becoming successful. Many obstacles hinder public organisations from successfully implementing continuous improvement. This paper aims to highlight the key
failure factors of continuous improvement programmes in public organisations. Based on the literature, this paper reviews 39 papers that were published between 2003 and 2012 and that focus on the concept of continuous improvement and improvement methodologies in the context of public sector organisations. The methodologies for continuous improvement that were covered in these papers include Six Sigma, process re-engineering, lean thinking and Kaizen. Of the 26 obstacles that were found in the literature, 12 barriers were seen as core barriers that frequently occurred in public sector organisations. The findings indicate that there are common key obstacles in implementing continuous improvement within the public sector, including organisational culture, inflexible structures and the creation of ambiguous strategic directions. Moreover, the public sector is constrained by government regulations, though such regulations vary from country to country. Therefore, the work environment of public organisations is affected by public sector bureaucracy and regulations which often causes employees within public organisations to work in silos rather than in teams. Considering the internal environment of public organisations, the findings indicate that a lack of training to improve skills and techniques, lack of communication, ineffective teams, limited financial and human resources, and employees’ resistance to change are all obstacles to implementing continuous improvement within the public sector. Although the lack of commitment from top levels of management is also considered a significant obstacle for management programmes within public organisations, the lack of commitment from other levels of management within the organisation, including middle management, is viewed as a barrier to successful improvement. Moreover, public organisations that work with short-term improvement strategies have a lower chance of sustaining continuous improvement programmes than those that work with long-term strategies. Several methodologies of improvement may suit the public sector. Public organisations should choose appropriate methodology that is compatible with their strategies and organisational structures in order to successfully implement improvement programmes. However, the review found that improvement methodologies share some core barriers to successful implementation within public organisations. Understanding these core issues and barriers will help managers of public organisations to improve their strategies with respect to continuous improvement. Thus, this review highlights the core issues that prevent a successful continuous improvement journey within the public sector. Identifying and understanding the common obstacles to successfully implementing continuous improvement in the public sector will help public organisations to learn how to improve in launching and successfully sustaining such programmes. However, this is not the end; rather, it is just the beginning of a longer improvement journey. Thus, it is intended that this review will identify key learning opportunities for public sector organisations in developing nations which will then be tested via further research.

Ahmad Alhusban
Title: Jordanian legislation and e-commerce: the need for foster consumer confidence (Lesson from UK and France)

The regulations surrounding Jordanian e-commerce are lacking, in particular, a defined set of rules for consumer contracts and consumer protection. The purpose of this study is to examine the current Jordanian legal frameworks in term of providing a sufficient protection before and after the conclusion of an e-commerce consumer contract. In addition, it examines whether the application of the general principles of the Civil Law, in the absence of specific and comprehension rules that govern consumer aspect, are able to build consumer confidence and make them feel that they are protected. This thesis
aims to find out solutions for consumer protection in e-contract issues in Jordan. The basic research method of this thesis is to study what kind of legal issues have been addressed by the current legal frameworks in relation to the protection of e-commerce consumer contract, and what other legal issues remain unsolved. Finally what regulatory resolutions should Jordan introduce to rebalance the bargaining power between parties and promote B2C relationship in the context of online transactions. This thesis is done on the basis of comparison of the relevant legislation in respect consumer protection, particularly in the context of e-commerce, in EU with special reference to UK and France. In addition, a questionnaire survey has been conducted to explore the weakest factor of e-commerce in Jordan. A questionnaire survey have found that the main obstacle faces Jordanian consumer in e-commerce is related to the legal infrastructure. The result of that comparison study shows that the absence of specific rules that govern B2C transaction has reduced consumer confidence in the internet marketplace. This study can be considered as a contribution in three ways. Firstly, it explores the weaknesses of applying general principles on e-commerce consumer contract in Jordan. Secondly, it gives a comparative overview for regulation legal issues which rise in term of the conclusion of e-commerce consumer contract. Thirdly, it could give a lesson to fill the legislative gapes in Jordan.

Khalid Al-saleem
Title: Legal measures available to achieve sustainable development of petroleum policy goals In Iraq and Kurdistan region

This paper will analysis and discuss the legal measures that can be used to achieve the sustainable development of petroleum policy goals in Iraq and Kurdistan Region and explore the constitutional and legal strategies for the sustainable development of Iraqi oil and gas industry. The general assumption underlying the investigation within this study is that the national strategies should address the concept of sustainable development, complying with the international environmental law, on the one hand, and dealing with specific issues related to national and regional environmental legislations, on the other hand. Besides, at the national level, it is considered that the concept of sustainable development should be addressed both from the perspective of regulations related to particular environmental conditions of the country, and from the perspective of conventions related to specific sectoral issues (e.g. in the Iraqi oil and gas industry, for this study). It is widely acknowledged that such strategies not only provide protection and preserving of regional environments for the interests of a particular country, but also help to reinforce the global environmental law. In addition, the paper discusses the general complications associated with Iraqi legislative measures. The current framework law (the Iraqi Constitution) is considered to be one of the major sources of the most of current complications. The need of profound changes of its general principles is discussed broadly in this paper.

Iva Atanassova
Title: Investigating Small and Medium Sized Enterprises' (SMEs) social media marketing strategies: A dynamic capability approach

Small and medium- sized enterprises (SMEs) are the backbone of the European economy, with 20.7 million firms representing more than 98 per cent of all enterprises (Wymenga, Spanikova, and Barker, 2011). In the United Kingdom, SMEs employ 14.1 million people and have a combined turnover of £1,500 billion which equals to 99.9 per cent of all private sector businesses, 59.1 per cent of private sector employment and
48.8 per cent of private sector turnover (Department for Business Innovation and Skills, 2012). They are major source of innovation, employment, and entrepreneurial skills (Commission Recommendation of 6 May 2003, 2003). Therefore, in the last 30 years small business sector has received significant academic attention. SMEs have specific characteristics such as superior understanding of customer needs and entrepreneurial opportunity, distinctive managerial style, intuitive, creative, unable to make decisions in ordered and linear fashion, and about networking (Schollhammer and Kuriloff, 1979). Moreover, they suffer numerous resource constraints, such as financial, human, material and informational, amount of market power (Schollhammer and Kuriloff, 1979; Carson, Cromie, McGowan, and Hill, 1995; Cartan-Quinn and Carson, 2003). Consequently, their marketing planning is haphazardous, informal, intuitive and unstructured, characterised by change and flexibility (Carson et al., 1995; Hill and Wright, 2000). Therefore, SMEs are unique type of organisations distanced from the universal business theories and basic marketing models. Moreover, they are particularly challenging research area as they are very prone to failure (Cartan-Quinn and Carson 2003) and are highly heterogeneous group of enterprises (Carson et al., 1995; Hills et al., 2008). In light of the above discussion, the present research aims to contribute to the small businesses academic body of knowledge by investigating SMEs’ Social Media marketing practices. It is believed that Web 2.0 technologies are particularly suitable to SMEs’ natural and informal style of communication and therefore could help reduce their resource gap and leverage their competitive advantages. Moreover, as Harris and Rae (2009) claim entrepreneurial SMEs are early adopters of Web 2.0 technologies. However, the standard frameworks for creating Digital Marketing strategies to date (Strauss and Frost, 2009, 2012; Chaffey and Smith, 2008) fail to address the discussed characteristics and resource gaps of SMEs as they are usually targeted toward larger companies. In order to fill the identified gap, the present research will adopt dynamic capability approach in investigating SMEs’ Social Media marketing strategies. The dynamic capability strategic concept emerged in the 1990’s in response to the rapidly changing economic and technological landscape. Dynamic capabilities represent company’s process of integration, reconfiguration and renewal of resources or acquisition of new ones in order to respond or even create market change (Teece, Pisano and Shuen, 1997; Eisenhardt and Martin, 2000). They govern resources’ unique VRIN qualities (valuable, rare, inimitable and non-substitutable) and consequently company’s rate of change and competitive advantage (Winter, 2003). The concept is more then topical in today’s turbulent business environment. It is believed that through their naturally informal and flexible business style and capabilities to recombine and adapt quickly to changes in the business environment, SMEs have edge over larger competitors in developing and executing innovative strategies. Moreover, through the development and implementation of such innovative Social Media marketing strategies, entrepreneurial SMEs could capture, share and implement valuable market knowledge to inform and further develop their dynamic capabilities. Therefore, it is hoped that by undertaking the present research valuable insight will be captured in relation to the understanding, leveraging and disseminating SMEs successful Social Media marketing practices, hence dynamic capability development, and consequently overall business success.

Jane Brooks

Title: Is patient and carer involvement engaging?

This paper will discuss a key aspect within the overall research intention; the aim of which is to study how GP surgeries and Clinical Commissioning Groups involve patients and their carers in decision making to achieve continuous improvements in quality and
outcomes of NHS services. Throughout the NHS, there is a duty to promote the involvement of patients and their carers both in decisions relating to their care or treatment and also to secure continuous improvement in the quality of outcomes achieved by health services. However, a number of other policy papers describe a requirement to “effectively and meaningfully engage with patients and carers”. The Government and other NHS bodies appear to use the terms interchangeably, but what, if any, is the difference between “involvement” and “engagement”? Do healthcare professionals, patients and carers differ in their understanding of these two concepts? If there are differences, will there also be different perceptions of what constitutes effective and meaningful involvement and engagement? How can effective and meaningful engagement/involvement with patients and carers be measured? This presentation will explore the definitions of engagement and involvement both within and external to the NHS. It will then examine some of the key theories and concepts of patient involvement and engagement in the context of the NHS, with the aim of developing a greater understanding of commonly held perceptions and how these may influence proposed data collection and analysis.

Michail Filippidis
Title: Determinants of the oil futures prices spread and the role of convenience yield

This paper examines the price differential of futures prices for the two major benchmarks of crude oil, namely West Texas Intermediate (WTI) and Brent. We employ monthly data over the period 1994-2012 and include several macroeconomic variables. The objective of this study is to identify the variables that affect the nearest to maturity spread between the two crude oil markets. To realise this objective, we employ various regression models. Although price differential is affected more by physical variations from oil related disruptions, our preliminary results indicate that from the total of selected determinants only convenience yield for WTI and convenience yield for Brent are the important factors in affecting the variability of the nearby futures spread. Thus, from a policy point of view-given the impact of convenience yields as main determinants on the nearest to maturity price differential-the preliminary results provide some valuable information to energy traders and hedgers in designing policy strategies.

Nicholas Ford
Title: Has the attractiveness of the senior market been overstated in Marketing literature?

For decades older people have been touted as a profitable yet neglected consumer market for many firms. Despite the purported financial wealth of older consumers and an alleged propensity to spend, marketers are still said to overlook and ignore these consumers. As the world population becomes increasingly aged firms are being urged by marketing scholars more than ever to take notice of older consumers and to exploit the spending power they are said to possess. However, in this paper it is argued that the attractiveness of the “senior market” has been overstated in marketing literature. A critical literature review is presented that challenges existing assumptions and generalizations about the senior market regarding financial wealth and spending habits. This is supported by evidence from studies within economics, sociology, gerontology, and from social policy. In so doing, the paper offers a unique perspective on the study of older consumers in the contemporary marketing environment. Based on the discussions
presented, a new agenda for research is proposed to inform future studies and aid marketers in both serving the needs of and profiting from older consumers.

**Muayad Hattab**  
**Title: Voluntary promises in employment law: A study of the legal approach in the UK and the US**

In modern employment relationship there has been an increase practise by companies and enterprises to provide their employees with formal statements including company manuals, work rules, policies and collective agreements. These documents may contain, beside other things, promises of benefits and entitlements such as equal opportunity policy, an enhanced disciplinary and grievance procedure, redundancy and bonus schemes. The question in each case is whether these promises, which are “unilaterally” or “voluntary” introduced by the employer, can create legal entitlement and therefore enforceable. The legal approach to the above mentioned documents in employment law is still somewhat uncertain. The nature of the entitlement that can be created from promises made by the employer in their policies, company manuals, or handbooks has not been coherent. There is limited research on the rights that operate outside an explicitly contractual framework. Conversely, there is a strong indication that the US legal approach, which share similar tools of contractual legal framework with the UK, has developed a more cohesive approach in relation to such documents and policies. Yet, there is a lack of research, which addresses a comparative study on the legal approach to procedures, in both the UK and the US employment law. The aim of the research undertaken is, on one hand, to examine the legal approach to these promises, especially, when promises in these unilateral documents can create any legal situation in employment law. On the other hand, it will examine whether the US legal approach has achieved the desired coherence in their legal approach to such documents, or at least, are there theoretical principles in US employment law that would drive us to this conclusion.

**Illisriyani Ismail**  
**Title: A Bio-economic model approach: Measuring the exploitation of the Peninsular Malaysia fishery**

The marine fisheries sector in Malaysia provides numerous benefits to the national economy in terms of income, foreign exchange and employment. This sector is characterized as multi-stocks, multi-species and multi-gear. The large number of species can broadly be categorized into five groups: demersal, pelagic, crustaceans, molluscs and trash fish. In 2011, marine fisheries contributed 1.3 million tonnes (82.43% of total fish production) valued at USD2.3 million and have exceeded the target set under the National Agro-food Policy for 2011. The total value accounted for about 1.1% of national GDP. The export of fish and fishery products amounted to about USD837 million for the year 2010. The sector provided employment to about 134,110 fishers as at 2011. Despite the high value production, previous empirical studies have found that the biomass of fisheries has declined in both east and west coast of Peninsular Malaysia. This research study is to provide a current bio-economic analysis of the Peninsular Malaysia fisheries and to promote sustainable catch that are economically viable and environmentally sustainable. The data are obtained from Annual Fisheries Statistics for the period 1980-2011. The results from the bio-economic analysis will estimate both economic and biological maximum levels of yield and effort and to determine appropriate fishery management policy.
Lynn Lansbury  
**Title: PhD PechaKucha™: Development of a bystander intervention metric in the context of workplace verbal bullying**

Workplace verbal bullying is a persistent and pervasive phenomenon. Exposure is detrimental to employees and employer; consequently practical approaches to its reduction are crucial (Giga, Hoel and Lewis, 2008). The complexities necessitate repeated, multi-level strategies considering antecedents, implementation and measures of success. Bystanders' proximity to events provides them with the opportunity to object to bullying behaviours. However, to date, research on interventions have focused on organisational (policy, management) and individual (target, bullies) levels. The temporal focus has been pre and post incident, with the latter primarily to rehabilitate the actors often a considerable time after the event. What is absent from the strategies is a bystander tertiary prevention. A theoretically robust metric for bystander intervention was required to predict the likelihood of intervention and as an instrument for measuring the efficacy of bystander intervention strategies. In the absence of a suitable instrument this study developed a new metric based on Schlenker, Britt, Pennington, Murphy and Doherty's (1994) Triangle Model of Responsibility. Addressing a current issue for the participating organisation, the design context was verbal bullying. A targeted sample of operations employees (N=1501) volunteered to take part in the survey, 71% were male. The Bystander Responsibility for Intervention - Verbal Bullying (BRI-VB) 15-item metric had an alpha coefficient of .867 indicating a high internal consistency. There were significant positive relationships between the BRI-VB score and self-reported willingness to intervene, r = .64, p (1-tailed) <.01; and the bystander's responsibility for intervention in verbal bullying (BRI-VB) score and self-reported intervention, r = .14, p (1-tailed) <.01. The current study is the first in the field of workplace bullying to develop a bystander intervention metric. Brevity of the metric facilitated its use in a busy operations environment. Accuracy of self-reports were not corroborated and the study would have benefited from triangulation. As a single organisation study with a largely male workforce generalisation of the results are limited and investigation of different organisations is suggested. The PechaKucha™ presentation format was devised by Astrid Klein and Mark Dytham (2003).

Audrey Laugaudin Alhusban  
**Title: Towards an understanding of the voter engagement process in digital political marketing**

With the emergence of digital technologies political scientists and practitioners have to varying degrees, incorporated digital technologies in their political marketing activities (Anstead and Chadwick, 2009). The interactive nature of digital marketing has allowed political marketers to develop a three way conversation between parties, voters and political intermediaries using inbound/outbound internet based communications. This three way conversation between political stakeholders has changed the nature of relationships partly because technologies have provided the opportunity to change the nature of party advertising and advocacy through the sharing of information via digital intermediaries like social networks, forums, blogs and web pages (Scammel, 2000; Michalowska, 2007; Edwards, 2006; 2008). However, the use of digital technologies in political marketing to promote political parties and facilitate political communication also brings a new emphasis on voter engagement as digital technologies can increase political turnout and enhance political participation (Breindl, 2008; Gibson and Cantijosh, 2011). However, political marketers have not always recognized the potential of digital
technologies to engage voters (Scammel, 2000; Fuchs, 2003). It is not that politicians do not seek to increase political engagement but that the concept of engagement in political marketing in digital environments is not fully understood (Leppäniemi, Karjaluoto, Lehto, and Goman, 2010; Vaccari, 2011). Indeed, much of the academic research in political marketing focuses on voter engagement in terrestrial rather than digital contexts (White, Bruce, and Ritchie, 2000; Dermody and Scullion, 2005; Dermody, Hanmer-Lloyd, and Scullion, 2010; Donovan, Tolbert, and Smith, 2009) and so there is a need to explore and understand voter engagement in digital contexts. Within digital marketing, frameworks to explain customer engagement have been developed but these have not been designed for the digital political marketing environment (Ertell, 2010; Sashi, 2012) and do not address issues of voter engagement. The purpose of this doctoral research is to explore the voter engagement process in digital political marketing identifying how voters behave and what engagement means in a digital context. A framework for understanding voter engagement in digital political marketing will be developed which will also have practical implications for political marketers wishing to engage voters online.

Elisabeth Meech
Title: Ageing consumers and their spending activity

The UK has an ageing population. Understanding ageing consumers has become of vital importance to marketing researchers and practitioners due to the size and spending power of the ageing market. This research considers ageing from a social constructionist perspective, examining how social constructions of ageing affect consumers’ perceptions of their online shopping experiences. Understanding online consumer behaviour requires the consideration that consumers are both users of technology and co-producers of their online shopping experiences, using consumption to construct and reflect identity. The life course perspective is dominant within social gerontology and defines ageing as biological, psychological and social changes occurring within social and historical contexts. This research applies this perspective to consider ageing as a multidimensional process across the life course that affects consumers’ social constructions of online shopping experiences in different ways. In order to recognise the role of social and historical contexts in shaping age-related changes, this research focuses on a particular generational cohort, the Baby Boomers born between 1946-1964 in the UK. Baby Boomers are increasingly engaged with online shopping, and represent a profitable and attractive market segment. A better understanding of Baby Boomers’ online shopping perceptions can help marketers to better meet their needs in e-commerce environments. Using a grounded theory approach, in-depth interviews and observations were conducted with nineteen consumers in the UK. The participants were observed online shopping and asked about their perceptions of their online shopping experiences. A preliminary framework is proposed that considers how biological, social and psychological changes within a particular generational context impact perceptions of technology, online retail brands, online shopping interfaces, attitudes towards shopping and social interactions.
Sarah Miles  
**Title: An investigation into how multi-national companies that have grown by acquisition can manage knowledge for strategic advantage**

The project examines knowledge Management (KM) within a multinational setting, investigating the KM and knowledge transfer (KT) activities and strategies of a Swiss organisation and its recent acquisitions, aiming to deliver a robust KM strategy for the Group and to inform conclusions about KM in multinational organisations grown by acquisition. There are many motives for the acquisition of one company by another (Arnold, 2008). The acquisitions literature discuss the need to transfer knowledge as a primary motive for acquisitions (Capron, 1999). However, investigations into KT in such multinational companies are limited, showing clear opportunities for investigation. Certainly, all multi-national companies have a hard task to manage knowledge across diverse areas of the firm (Holden, 2002). However companies that have grown by acquisition, that is acquiring new, separate organisations, previously competitors, face significantly greater challenges, particularly to overcome the identified people and cultural obstacles to KM (Chreim and Tafaghod, 2012). The project is concerned with ‘how’ and ‘why’ things happen (Yin, 2009, p4) so uses a case study methodology across six production locations and sales organisations within 50 countries. To understand the factors that contribute to KM, a variety of data, using different methods, is being collected to allow investigation into a broad range of behavioural and historical issues and enable triangulation (Yin, 2009, p115). The project's primary research includes surveys, semi-structured interviews, participative observation, training evaluations and document analysis. Working for the Group (within a local company) allows access to all areas and hierarchical layers. However this poses the challenge of balancing the needs of the Corporation with those of the local organisation whilst maintaining research excellence and strictly adhering to the norms of independent inquiry (Frenk, 1992) as demanded by the DBA. Initial findings include what the organisation perceives to be crucial organisational Knowledge, including both tacit and explicit, and where it resides (company, department, team, individuals). Additionally, the organisational cultures, systems and processes that exist to assist the flow of this knowledge, and how these help or hinder the successful transfer of Knowledge are identified.

Ruth Pincinato  
**Title: Seafood market in Southeast Brazil: A general analysis**

Fisheries and aquaculture in the Southeast Brazil are responsible for 17% of total Brazilian seafood production. This production supplies mainly the Southeast region. However, the consumption per capita in this region (2.07 kg) is lower than the world average (16 kg/hab) and even than other regions in Brazil. In order to analyse the market in this region, time series market data from the seafood wholesale market in São Paulo was used. This wholesale market not only receives seafood from this region, but also supplies it, commercialising around 175 t (US$ 725,343 in value) per day of seafood. The main species marketed are Brazilian sardine, whitemouth croaker, chub mackerel, mix, sharks, weakfish, catfish, triggerfish, anchovy, blue fish, shrimps, tuna and mullet. Results showed that in the last decades the quantity commercialised in this market has decreased, especially after the main supermarket chains skipped the wholesale market as an intermediary in the seafood chain. Moreover, some possible submarkets were suggested by the cointegration analysis. These results may be useful
to understand the seafood market in this region and to also support an efficient fishery,
since some of the main species consumed in this region are considered overexploited.

**Bob Smale**  
**Title: Beyond homogeneity: Exploring the heterogeneous identities of UK trade unions and the role of niche unionism**

This paper will explore the heterogeneous identities displayed by UK trade unions and what will be called ‘niche unionism’ together with implications for union renewal and revitalisation. The context is one of long term decline in union membership, power and influence but this has not been experienced uniformly and there is therefore a potential danger in accepting a generalised thesis of decline which aggregates the disparate experiences of a diverse range of unions. Despite the current economic crisis and pressure on public sector expenditure, union membership has shown only modest evidence of decline since 2008 when compared with the dramatic declines of the nineteen-eighties or the inter-war period, with some unions reporting increased membership. The paper will therefore eschew broad generalisation in favour of analysis which considers unions as heterogeneous entities with unique identities in order to achieve a deeper understanding of unions operating in the UK. The paper will draw primarily upon twenty-five interviews conducted over the last year but also upon earlier work which has introduced, operationalized and explored a new conceptual framework for the understanding of union identity.

**Tianhui Sun**  
**Title: What is so different about China's capital flight?**

Speak of Capital flight we often have in mind is transfer assets abroad in order to reduce loss of principal, loss of return, avoided increase tax liability, fears of wealth confiscation, escape political risk or the imposition of regulations that limit the prerogatives of wealth holders. Unlike most of the concepts in economics, there is no unified definition about capital flight and it has been considered as an undesirable phenomenon with no precise or accuracy measurements can apply. Today’s Capital movement is internationally mobile and responds to increasing opportunities created by world financial markets and the development of new financial instruments, transport and communications also making adjustments in portfolio composition in response to a change in scale variables such as changes in inflation, exchange rate and interest rates. This study using China quarterly balance-of-payment data over the period 1988:4–2012:1 aims to explain China’s capital flight movement behaviour, the relationship and dynamic interactions among China’s capital flight and other additional economic factors in the last two decades. The methodology is based on Ordinary least squares (OLS) with unit root test, Breusch-Godfrey test and Robustness testing. In addition to the literature suggested conventional determent variables such as interest rate differential, home currency value, change of exchange rate, government deficit and home economy state (GDP), this empirical study includes rather exhaustive list of insight variables which can better describe China’s economy change in the last decade namely production cost, openness index, net household wealth, portfolio investment, state owned enterprise profit and loss factors etc. Overall, regression results suggest that 1, China’s capital flight has its own unique path and increasingly close relate to China’s economy restructure policy. 2, China’s capital flight can be seen as a conflict results from international portfolio investment opportunity with its semi liberalized financial market. 3, some influential
variables suggested by conventional literature such as interest rate has less impact
towards China’s capital flight due to its setting are based on government policy rather
than free market determinate.

Huan Wang
Title: Assessing tourism sustainability in an Ancient Town: The case of Li Jiang

The concept of Sustainable Development has increasingly been recognized as the key
scientific development strategy. Many authorities adopted the concept as an ideological
fundamental guideline to inform the management and development of various areas in
society. However, the progress of the sustainable concept development was arguably
stuck at a too theoretical level for a long period since 1987. As a crucial part of human
society, sustainable development of tourism was facing the same question. In last
decade, the significance of prior assessment has been increasingly thought of as a key
in sustainable development. My research aim is to develop and apply a system for
assessing tourism sustainability in a tourism destination by developing the current
applications and theories relating to sustainable development, evaluating sustainability
and multiple criteria decision making. This research seeks to determine an appropriate
list of indicator for applicable assessments. A real application in the ancient town of Li
Jiang is scheduled to help formulate, specify and refine the proposed method of
assessment. Two rounds of expert survey are intended to be undertaken for determining
which indicators should be involved in the final list, and weighting them. Analytic
Hierarchy Process method is to be used for the process of determining and weighting
indicators. Last but not least, field work of resident questionnaire in ancient of Li Jiang is
intended to do for getting the results of tourism sustainability assessment. It is a mix-
method application through whole study. Qualitative method is utilized for determining
and weighting indicators, quantitative method is applied for the result of assessment. My
research is planned to find a comprehensive and feasible way for assessing
sustainability. This research establishes the exact indicator evaluating system to assess
the tourism sustainability. The research possibly offers the first example of assessing
tourism sustainability systematically, practically and comprehensively. Furthermore, the
system could be used in other social sustainability assessment in future.

Indunee Welivita
Title: Household solid waste generation: Characteristics and management in
Dehiwala – Mt. Laviyiya municipal council area, Sri Lanka

The quantity and the composition of Household Solid Waste (HSW) along with the
current practices are very important for improving the quality of HSW collection service.
It is also very important to understand the factors affecting the HSW quantity and the
composition to achieve the sustainability. This study was carried out to understand these
features of HSW in Dehiwala – Mt. Laviyiya Municipal Council area in Sri Lanka. A
sample of 300 households was selected using random sampling method for the standard
questionnaire survey. The waste goes to municipal collection from each household was
also measured for a period of one week under six categories. The average daily
household solid waste generation was 1783.3g and daily per capita waste generation
was 404.5g. The average household waste composition was 85.6% organic, 4.9% paper,
2.8% plastic, 0.7% glass, 0.9% metal and 5.1% other waste. Household income,
household education level and number of people in the household were found to be
significantly (p<0.001) correlated with the daily per capita total waste ($R^2 = 0.460$) and
packaging waste ($R^2 = 0.470$). However, daily per capita organic waste amount was
significantly ($R^2 = 0.284$, $p<0.001$) correlated only with the income and number of people in the household. Lack of the awareness of hazardous waste, causes about 95% of households dispose them with normal waste, should draw the attention of the local authority to have a hazardous waste collection system for the HSW sector. The higher amount of recyclable (packaging) waste in mixed waste and lower percentage of (about 19%) households separating recyclable waste are good indicators for needing a stronger waste separation enforcements and recyclable collection systems.

Qiang Zhang

Title: Transmission of volatility between stock index and stock index futures markets: The case of China

The relationship between volatility of futures and spot markets help us learn more about how information flows between these two markets (Yang et al., 2012). Further, volatility transmission is a very important issue when modelling financial risk; analysts calculate returns and volatilities of futures and spot markets to estimate optimal hedge ratios using daily data. However, current research shows that these two markets significantly influence each other, while intraday data may give better hedging results. Hence, it is important to re-examine the volatility transmission effects between the cash and stock index futures markets using intraday data. This research aims to explore volatility dynamics or spillovers effects (transmission) between the Chinese CSI 300 stock index and stock index futures returns. Our objective is to extend a recent study by Yang et al. (2012) using 1-min intraday data for a more recent period. The main methodology is based on a bivariate VAR (1) model combined with diagonal VECH and Diagonal BEKK (we adopt two recent econometric methods). The data used for this research is the 1-min intraday high frequency data for spot and futures (nearby month contracts). The sample period covers the period 19/04/2012 to 18/02/2013 (i.e. 49,270 observations in total). The results show that: (1) There is a significant volatility transmission between spot and futures markets in China. (2) Both past shocks and volatility significantly influence the current volatility by the cross-market effects. (3) Volatility transmission also indicates a strong bi-directional causality, i.e. the spot market volatility may influence the future market and vice versa. We report that: 1. New information flows into both markets simultaneously. 2. There is no evidence of lead-lag volatility relationship between the cash and stock index futures markets within 1-min interval. 3. A strong link between these two markets is confirmed; i.e. Chinese spot and futures markets tend to move with the same direction. 4. The link between these two markets tend to tighter with the period when the futures contracts approach to expiration.