

Research conference programme

20th-21st June 2018.



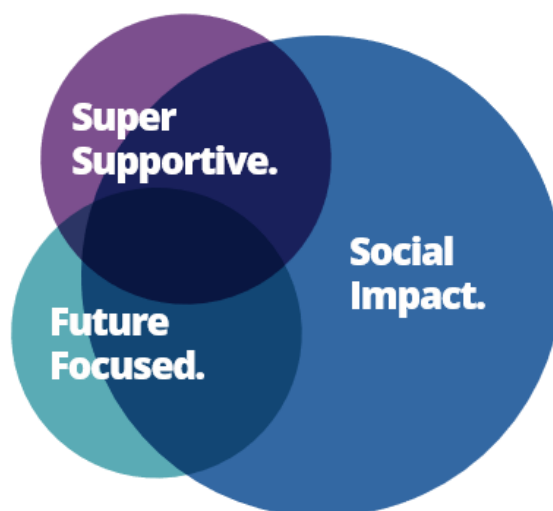
Welcome

Welcome to our 2018 UoN Research Conference bringing together Postgraduate Research Students and academics in a multidisciplinary and inclusive environment. Inspired by the University's revised strategic plan, this year's conference is gathered under three positive and exciting themes: Super Supportive, Social Impact and Future Focused.

This two-day conference, which is jointly organised and run by The Graduate School and the four UoN Faculties, showcases the diversity of research undertaken by doctoral students, including those working away from the university, and staff. The conference offers a supportive space for all researchers from across the University to present their projects, share their experiences and discuss their research ideas to both a specialist and non-specialist audience. It is being held at both Park and Avenue campuses and includes two keynote presentations, papers in twelve parallel sessions, three-minute thesis (3MT) competition, judged by a mix of University academic and professional service staff, and a poster exhibition.

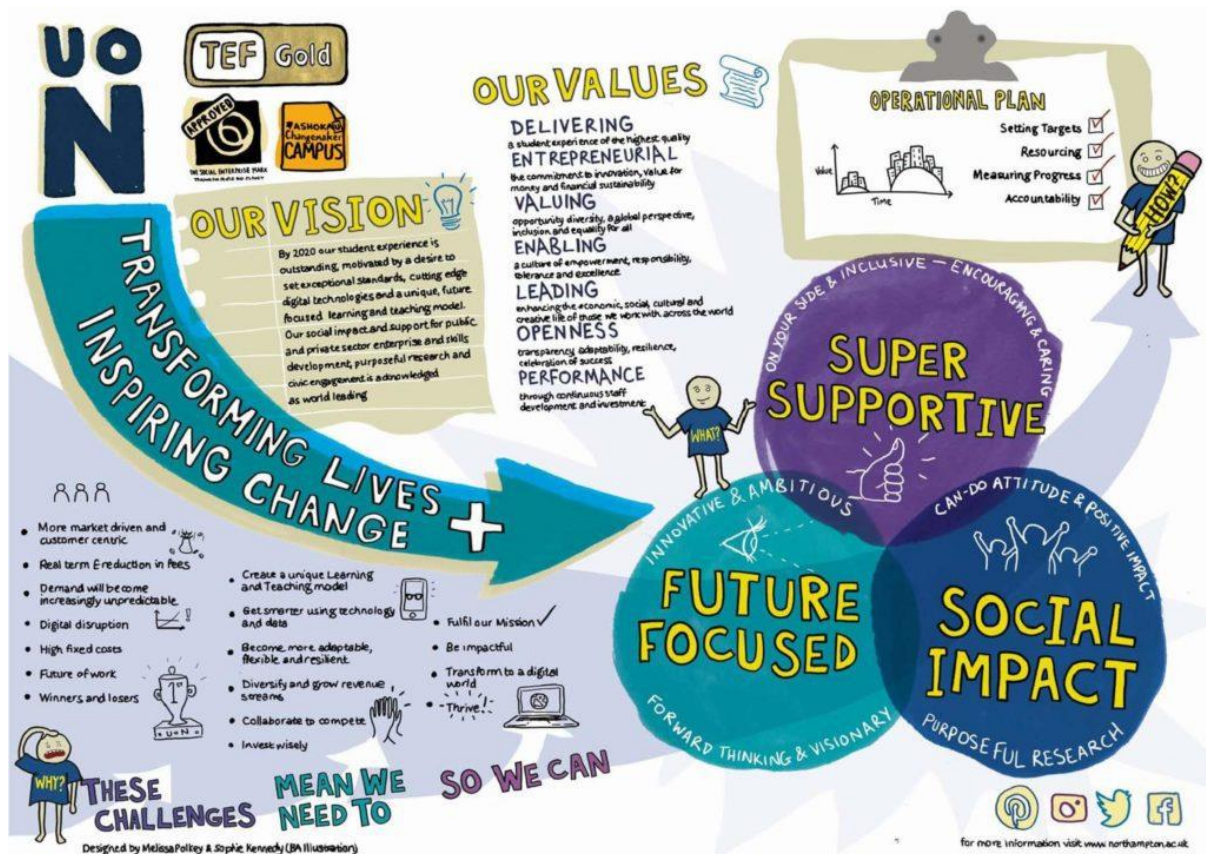
This year's UoN research conference covers a diverse and exciting range of topics and provides a fantastic opportunity for both novice and experienced researchers to communicate their research to people beyond their immediate discipline. Characterised by their lively debates, constructive feedback and stimulating talks, our conferences have always been a friendly environment offering our researchers informal opportunities to network with others and get insight into a variety of disciplines. For those who are yet to present, this conference will provide a good introduction for them to academic conferences and an inspiring experience to reflect on their research as well as that of others. We hope you enjoy our conference.

Leila Benseddik
PGR Intern
The Graduate School



Conference theme

This year's UoN Research Conference will be loosely grouped around the University's revised plan – **Social Impact; Super-Supportive; Future Focused.**

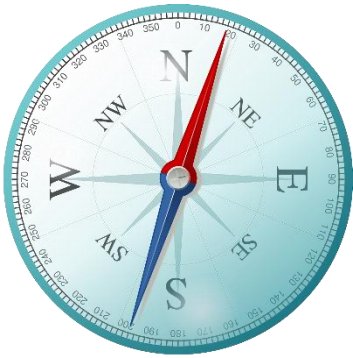


Click on the image to find out more.

The infographic summary of our strategy was developed by two UoN third year students. Read more about this [here](#).

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Navigating this programme

The programme has been designed to be downloaded and used electronically, in line with the University's mission to become paper-light.

The document is divided into three main sections: details of the agenda for Wednesday 20th June are followed by mirror information for Thursday 21st June. Session abstracts are included at the end of the programme.

Within the programme information for each conference day, you will find a list of presentations and authors listed by session, with timing and room information. You can navigate to the abstracts for that session by clicking on the session title. These are hyperlinked to take you to the relevant abstract information.



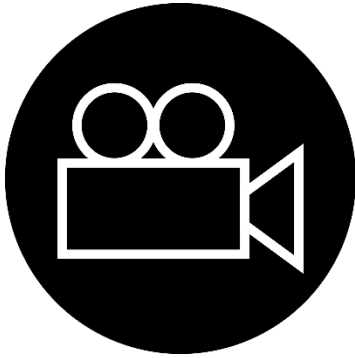
Social media

We will be live tweeting throughout the conference so please do tag us in any Tweets [@UoNResearch18](https://twitter.com/UoNResearch18) and keep up to date with all the social media coverage of the event. Presenters: please let your session Chair know if there is any sensitive information on your slides that you would prefer not to be shared in this way. They will then let members of the audience know.



Session Chairs

All sessions will be chaired by a postgraduate research student or UoN member of staff. They will introduce each speaker and keep the sessions to time by giving presenters 5 and 1 minute warnings. If you are presenting a paper please support the session Chairs in their role by keeping to time.



Live streaming

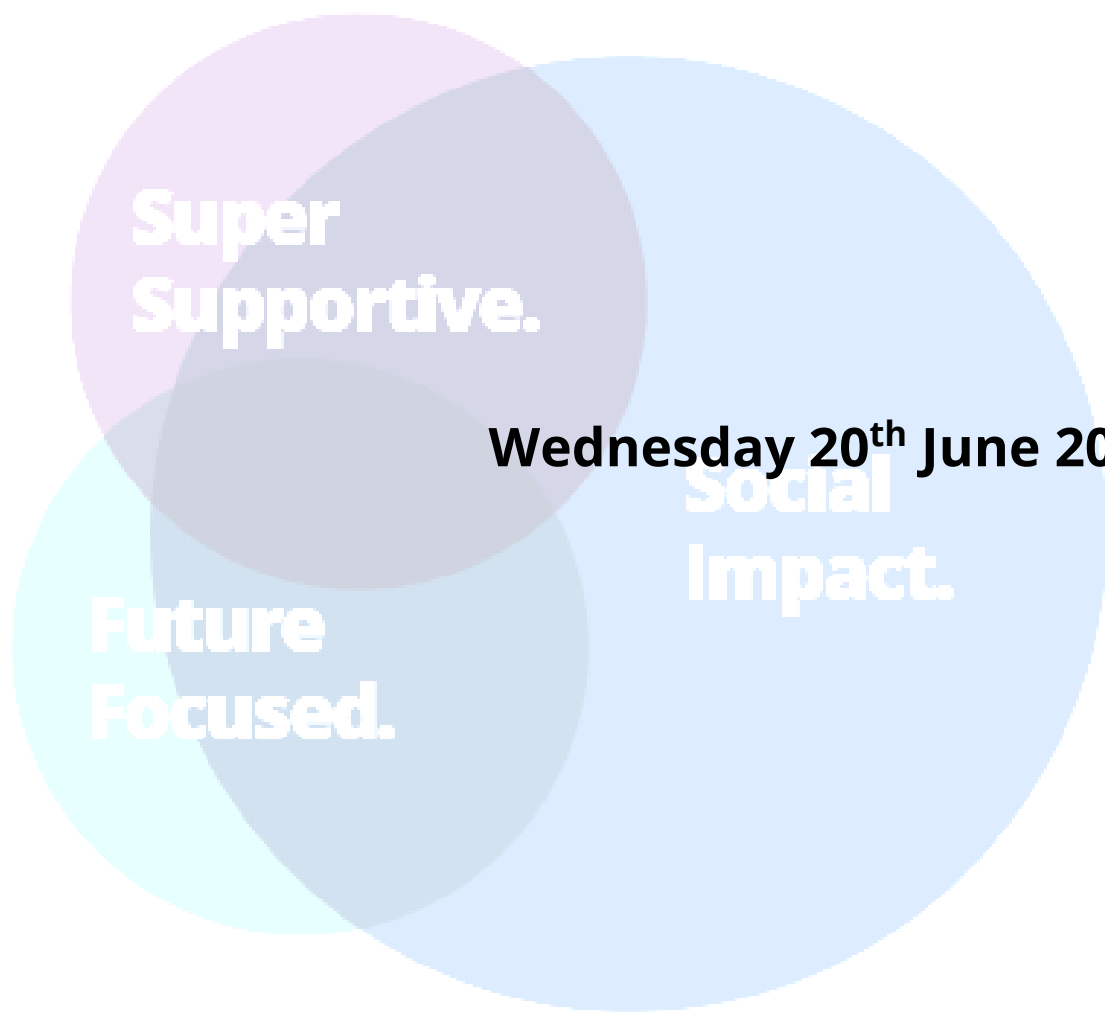
The presentations taking place in the main conference rooms (Wednesday: Delapre Lecture Theatre and Thursday: MR57) will be livestreamed and recorded to enable those who cannot join us in person to access them. All presenters have been made aware of this. If you would like to join us remotely you can do so via the following link: <http://www.kaltura.com/tiny/uvz3o> Please note that some of

the afternoon presentations on Thursday will not be streamed for confidentiality reasons. Where this is the case you will see a holding slide informing you of this.

After the conference we will be circulating a link for watching the conference back. This will also be posted to the conference webpage:

<https://uonresearchconference2018.wordpress.com/2017/02/21/blog-post-title/>





Wednesday 20th June 2018

Wednesday overview: Park Campus

Time	Session	Theme	Room
9am-9.30am	Registration and refreshments		Delapre Lecture Theatre
9.30am-9.45am	Welcome Andrew Scarborough, Chair, Board of Governors		Delapre Lecture Theatre
9.45am-10.30am	Keynote (1): The Purpose and Impact of Postgraduate Knowledge Prof Gina Wisker, University of Brighton		Delapre Lecture Theatre
BREAK [refreshments available]			
10.45am-11.45am	1A	Super Supportive	Delapre Lecture Theatre
	1B	Super Supportive	Yelvertoft 104b/c
BREAK [refreshments available]			
12pm-1pm	2A	Super Supportive	Delapre Lecture Theatre
	2B	Super Supportive	Yelvertoft 104b/c
LUNCH & POSTERS [Yelvertoft reception]			
2pm-3.00pm	3A	Social Impact	Delapre Lecture Theatre
	3B	Social Impact	Yelvertoft 104b/c
BREAK & POSTERS [refreshments available]			
3.30pm-4.45pm	4A	Social Impact	Delapre Lecture Theatre
	4B	Social Impact	Yelvertoft 104b/c
4.45pm	CLOSE		

Wednesday Keynote: Prof Gina Wisker



Gina is Professor of Contemporary Literature and Higher Education. Her principal teaching, PhD supervision and research interests lie in contemporary women's writing, Gothic, horror and postcolonial writing.

Gina has written numerous articles and books on women's vampire fictions, Daphne du Maurier, Angela Carter, Margaret Atwood, H.P Lovecraft, Toni Morrison, Nalo Hopkinson, Virginia Woolf,

Katherine Mansfield. Other interests are postgraduate study and supervision: *The Postgraduate Research Handbook* (2001, 2008) *The Good Supervisor* (2005, 2012) *Getting Published* (2015). Gina also writes short fiction and poetry. She edits *Innovations in Education and Teaching International*, online literary dark fantasy journal *Dissections* and poetry magazine *Spokes*. Gina is currently chair of the Contemporary Women's Writing Association, on the Katherine Mansfield society committee, and the FEMSPEC board. She is a Higher Education Academy Principal Fellow and a National Teaching Fellow.

Gina's research interests combine across literature and pedagogy, leading to a National Teaching fellowship award (2005), Principal fellowship (2012), and recent commissioned work (2015) for the Higher education academy 'Teaching Literature: Contemporary Gothic, threshold concepts, social justice and dialogue'.

Keynote title: The Purpose and Impact of Postgraduate Knowledge

Abstract: What is the purpose of postgraduate knowledge? What does it engage with? Who does it engage with? What does it effect and affect? Who benefits from the results, how are they used and put into professional practice, and what is the impact from the research? How does the doctoral research journey engage with and lead to transformation for the postgraduates themselves?

This talk shares some of the thoughts and findings from research conducted with colleagues from Anglia Ruskin University and the University of Johannesburg, and explores two forms of impact. The first considers the transformation of learning and its effects upon the researcher's identity and sense of self and achievement. We look at ways in which PhD graduates gain a new sense of achievement and identity as a research journey outcome, and the impact of the experience of engaging with the research, the process and product. Secondly, we explore the transformation of learning and the results of research in terms of the impact and effective changes which it achieves. In this, we consider a range of PhDs undertaken by various students in the UK and internationally, all of which were focused on forms of professional practice. We consider in what ways some of the graduates changed their professional practice and that of others as a result of their research.

Paper sessions: Wednesday

Session 1A: Super Supportive

10.45am-11.45am Delapre Lecture Theatre

Chair: Kathleen Mortimer

Paper title	Presenter(s)
PGRs Online: How SuCCEED@8 is building an online PhD community	Cristina Devecchi, Sue Watling, Anthony Stepniak, Maitreyee Buragohain, Ratika Velu and Yumi Zhao
Pragmatic methodology - possibilities and pitfalls	Emma Clarke
Tapping into the Power of Online Peer Assessment	Claire Leer
The Zimbabwean student	Emmanuel S Maphosa

Session 1B: Super Supportive

10.45am-11.45am Yelvertoft 104b/c

Chair: Melissa Symonds

Paper title	Presenter(s)
Lecturer's perspective on enhancing student retention, progression and continuation at the University of Northampton	Phil Bowen, Duminda Rajasinghe. Additional contributors: Isabelle Evans, Professor Richard Rose, Professor Andy Pilkington
Have we lost the social from social work practice in NHS mental health services?	Kim Woodbridge Dodd
Cognitive Processes Triggered by Input Enhancement: Experimental Research using Chinese Second Language Learners of English	Lucy Atkinson
Resilience in mental health nurses in secure environments	Carol Rooney

Session 2A: Super Supportive

12pm-1pm Delapre Lecture Theatre

Chair: Kim Woodbridge-Dodd

Paper title	Presenter(s)
Theoretical positioning of supply chains in the circular economy - A conceptual archetype of a circular supply chain	Luciano Batista
The impact of dance on sociability skills of children with complex needs	Maitreyee Buragohain
An investigation of endotracheal intubation and assisted intubation devices for use by paramedics in out-of-hospital care.	Sarah Cross
Leading change together: how to succeed by working together.	Cristina Devecchi, Hala Mansour, Nick Allen, Jackie Potter

Session 2B: Super Supportive

12pm-1pm Yelvertoft 104b/c

Chair: Leila Benseddik

Paper title	Presenter(s)
The role of businesses in assisting Northampton to become a dementia-friendly town	Kathleen Mortimer, Sally Laurie, Maher Daboul
More than just a degree: Perspectives of New Jordanian Graduates on the Employability Skills Gap	Zahera Mohammad
Innovating for Sustainable Development: Case studies from Japan	Friedemann Schaber
Sustainable feedback: students' expectations	Sally Sun

Session 3A: Social Impact

2pm-3.00pm Delapre Lecture Theatre

Chair: Kathleen Mortimer

Paper title	Presenter(s)
Parents' retrospective experience of withholding or withdrawing life sustaining treatment from their baby.	Nicola Smithers
CHES: Colleges and Higher Education Security Standard	Mils Hills, Nick Allen
"It's time to give this wretched world the queen it deserves" Investigating the wicked queen character in contemporary narratives	Anthony Stepniak
Intercultural communication and headquarter-subsidiary power dynamics: a study of Chinese acquisitions in the UK	Shaowei He

Session 3B: Social Impact

2pm-3.00pm Yelvertoft 104b/c

Chair: Dora Yeboah

Paper title	Presenter(s)
Developing entrepreneurial and social competences for the future	Sarah Wilson-Medhurst
Conversations in the Midst of the Syrian Conflict: A Visual Response to the Syrian Conflict via the Domestic and Personal	Hala Georges
Determinants of Tourism: The Role of Institutions	Thaana Ghalia
'What Works' - Knowledge mobilisation in Higher Education'	Hala Mansour, Cristina Devecchi

Session 4A: Social Impact

3.30pm-4.45pm Delapre Lecture Theatre

Chair: Anthony Stepniak

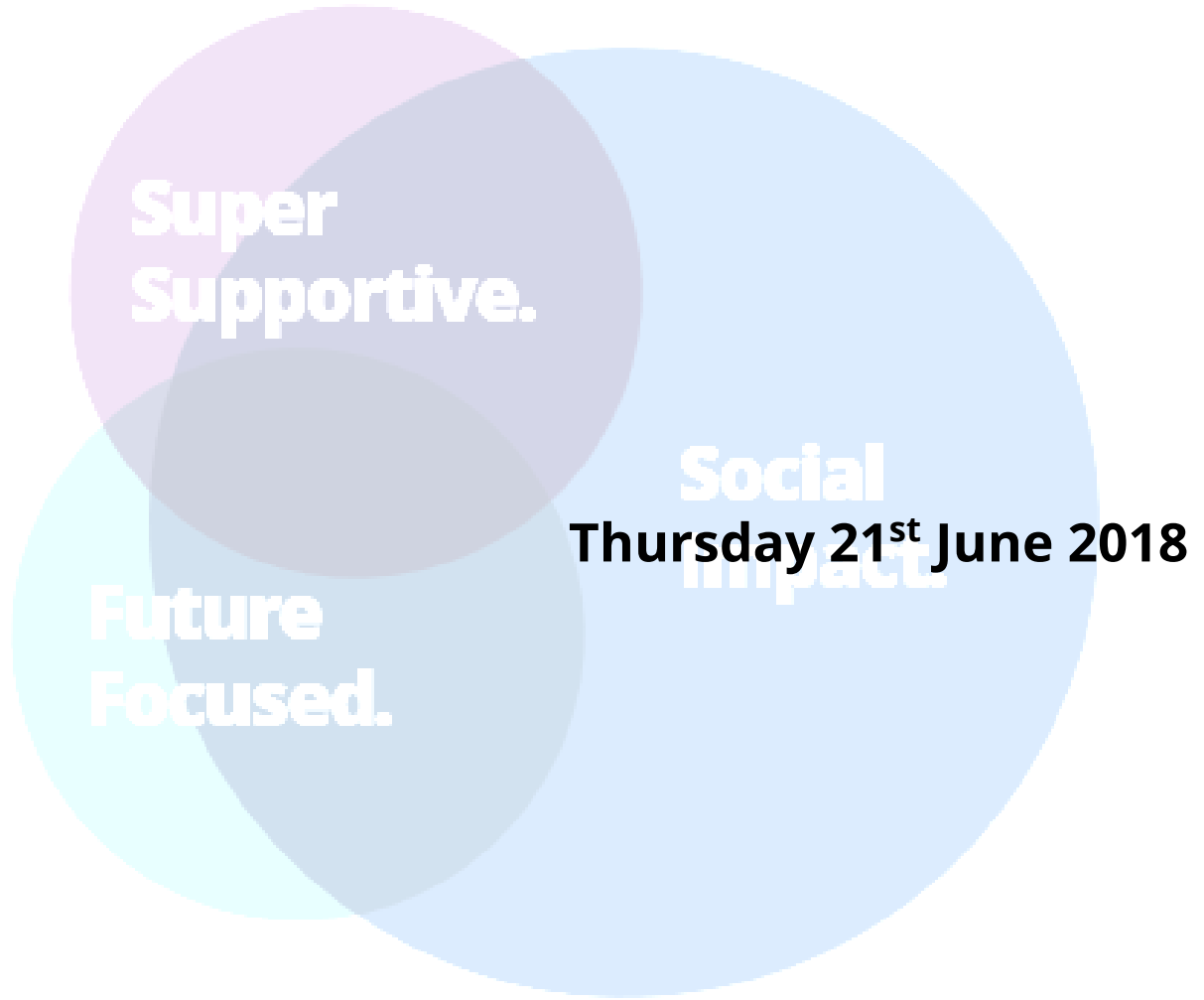
Paper title	Presenter(s)
Housing Improvement and Slum Upgrading Theory	Cresencia Uleme
Sustainability Marketing - Empirical Analysis of Managerial Perceptions	Maria Correia
The Relationship between Social Deprivation and Domestic Radon Levels: a Study in the East Midlands, UK	Tony Denman, Robin Crockett, Chris Groves-Kirkby, Gavin Gillmore (Kingston Univ), and Paul Phillips
Texts between Two Cultures: Problems of Translation in the Arabic Versions of Jane Eyre and Frankenstein 1986- 2012	Hanaa Jan
Collaboration for Buyer-Seller Relationships: a Sustainable Dyadic Perspective	Luai Jraisat

Session 4B: Social Impact

3.30pm-4.45pm Y104b/c

Chair: Oluwaseyi Omoloso

Paper title	Presenter(s)
Far-Right Phobic Discourses	Yannis Sygkelos
A Changing Electorate? A Case Study of Northampton	Suzanne McDonald-Walker
Exploring the Micro Foundations of the Political Economy of Resource Conflict in Sub-Saharan Africa	Joseph Bamidele
Understanding the intersectional interplay of entrepreneurial activity at the Bottom of the Economic Pyramid of/and the informal economy	Eghosa Igudia, Chijioke Uba
Encounters and challenges of undertaking field work overseas	Dora Yeboah



Thursday overview: Avenue Campus

Time	Session	Theme	Room
9.15-9.45am	Registration and refreshments		MR57
9.45am-10.30am	Keynote (2): Beyond Adversity: a trans-disciplinary disruption Prof Marc Bush, Visiting Professor, University of Northampton		MR57
BREAK [refreshments available MR57]			
10.45am-11.45am	5A	Future Focussed	MR57
	5B	Future Focussed	MR5
BREAK [refreshments available MR57]			
12pm-1pm	Three-Minute Thesis competition		MR57
LUNCH AND POSTERS [MR36]			
2pm-2.30pm	Three-Minute Thesis competition prize giving Prizes awarded by John Griff, BBC Radio Northampton		MR57
2.30pm-3.30pm	6	Future Focussed	MR57
BREAK [refreshments available MR57]			
3.45pm-4.30pm	7	Future Focussed	MR57
CLOSE			

**Future
Focussed.**

Impact.

Thursday Keynote: Prof Marc Bush

Visiting Professor in Public Health, University of Northampton



Marc Bush is a Visiting Professor in Public Health at the University of Northampton and Chief Policy Advisor at the children's mental health charity YoungMinds.

He has an extensive background in research, policy, and practice development in the fields of disability, long-term conditions, mental health, psychotraumatology, and childhood adversity. Marc serves on the Disability Committee of the Equality and Human Right Commission, and works with

Parliaments, Governments and independent inquiries on legislative and policy reform.

Keynote title: Beyond Adversity: a trans-disciplinary disruption

Abstract: This paper explores the benefits of adopting trans-disciplinary approaches to influencing public policy. Marc uses the rise in the concept of 'Adverse Childhood Experiences', and how this has been mobilised by academics, advocates and decision-makers to build a transient consensus around alternative ways of framing and intervening in children's and families' lives. Through this analysis, Marc demonstrates the power and impact that trans-disciplinary collaboration can wield in an age of uncertainty.

Paper sessions: Thursday

Session 5A: Future Focussed

10.45-11.45 MR57

Chair: Melissa Symonds

Paper title	Presenter(s)
Capturing and transacting 'value for students' in the Digital University: the Blockchain Educational Passport	Cristina Devecchi, Ali Al-Sherbaz, Scott Turner, Olinga Taeed, Nick Petford
The impact of the Waterside Campus development on bird diversity and abundance - a seven year study	Jeff Ollerton, Duncan McCollin, Janet Jackson, Joanne Underwood, Kirsty Richards, Suzy Dry, Pablo Gorostiague, Andrew Hewitt
Marketing to the Digital Extended Self; Exploring the Impact of Brand Engagement in Self-Concept (BESC) on Branded Digital Possessions	Samantha Read
Creating Impact – A Reflection	Vicki Thomas

Session 5B: Future Focussed

10.45-11.45 MR5

Chair: Dora Yeboah

Paper title	Presenter(s)
Preliminary findings from IPA study of spirituality in epilepsy	Louise King
Exploring the demand-side of street vending in an emerging African market economy	Eghosa Igudia
Evaluating the Effects of Whole Body Cryotherapy Treatment for Sports Recovery: Pilot findings	Adnan Haq
Advertising: A content analysis of the perceptions of Millennials	Sally Laurie, Kathleen Mortimer

Session 6: Future Focussed

2.30pm-3.30pm MR57

Chair: Helen Poole

Paper title	Presenter(s)
Are you satisfied?	Grant Timms
Impacts of financial development on economic growth in the context of East Asian and Pacific countries	Xuan Minh Thuy Nguyen
Recent Oarfish (Regalecus) sightings primarily occur in the region of tectonic plate boundaries	Rachel Grant
A Survey of Application Mapping Techniques for Many-Core Chip Design	Emmanuel Ofori-Attah

Session 7: Future Focussed

3.45pm-4.30pm MR57

Chair: Gill Gourlay

Paper title	Presenter(s)
A Revision to European Building Code EN1991 For Static And Dynamic Roof Loading By Volcanic Ash - Case studies of Italy and Iceland	Philip Quainoo
Are Men from Mars, Women from Venus or are we on the same planet? Are barriers to growth for Lifestyle business, gender related?	Jane Partridge
International Arms Trade Legislation: Filling the (bullet) holes	Simon Sneddon, Helen Poole

Thursday 3 minute thesis



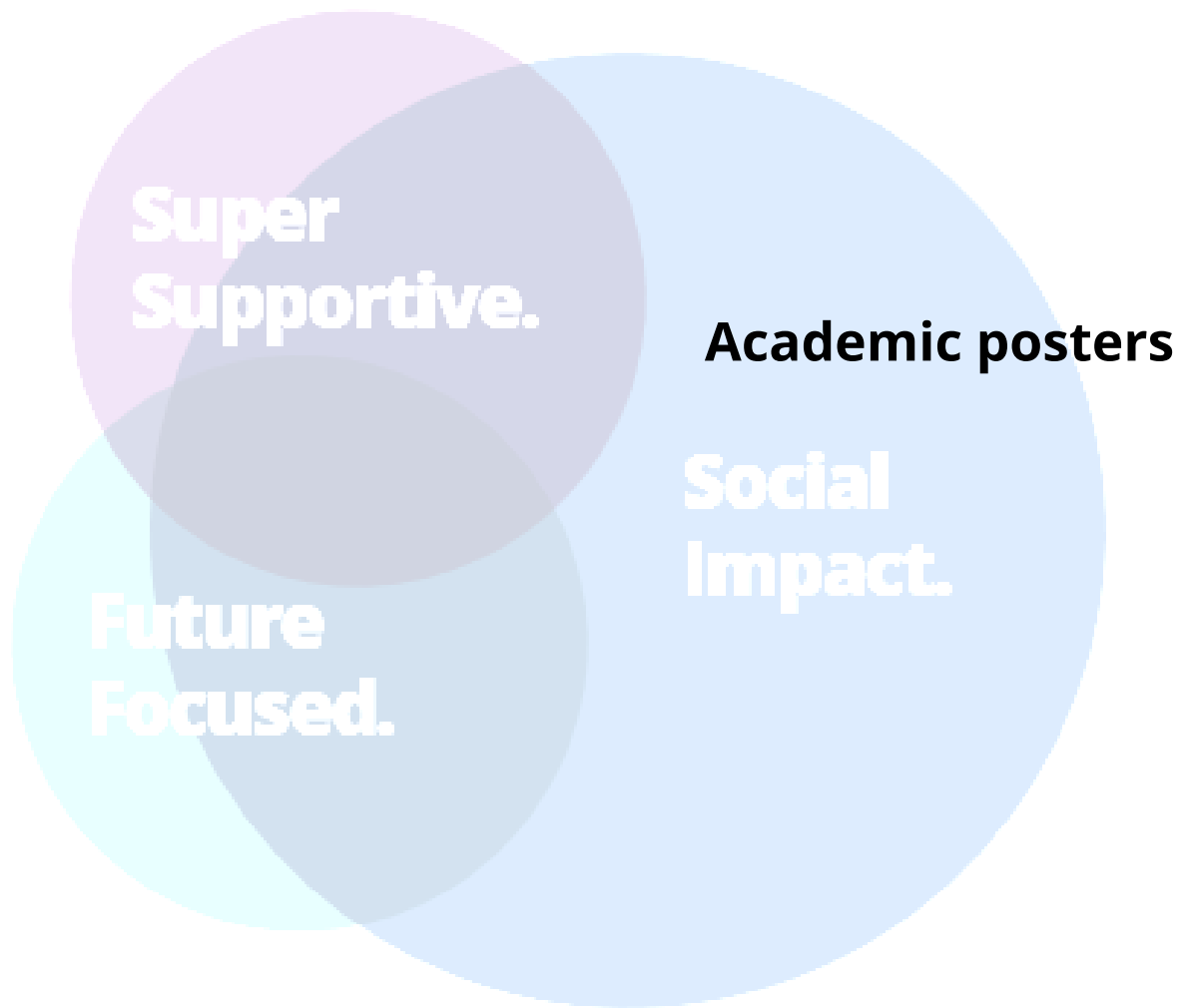
The popular Three Minute Thesis (3MT®) competition for our Postgraduate Research Students is making another appearance at this year's conference! Originally developed

by the University of Queensland, 3MT challenges researchers to distil their research into a three-minute critical explanation, designed for a non-subject specialist audience. Props are limited: those taking part can use a single powerpoint slide to support them.

This year's 3MT will take place on Thursday 21st June, at Avenue Campus (MR57: 12-1pm) and we will be joined by [John Griff](#) from BBC Radio Northampton. John will present the prizes to the competition in MR57 on the same day (2-2.30pm). The following PGR students will be taking part in 3MT this year. Please do come and support them!

3MT presenter	Faculty
Sarah Cross	<i>Faculty of Health and Society</i>
Emmanuel Ofori-Attah	<i>Faculty of Arts, Science and Technology</i>
Amatou Allah Soumeya Slimani	<i>Faculty of Education and Humanities</i>
Fatima Zahra Zahaf	<i>Faculty of Education and Humanities</i>
Julius Azasoo	<i>Faculty of Arts, Science and Technology</i>
Kai Wang	<i>Faculty of Arts, Science and Technology</i>
Hanaa Jan	<i>Faculty of Education and Humanities</i>
Amanda Ash	<i>Faculty of Health and Society</i>

You can read more about 3MT on the University of Queensland's webpage [here](#).



	Researcher	Faculty	Poster title
1.	Charlotte Brookes	FHS	Is no news good news?
2.	Zahaf Fatima Zahra	FEH	Virtual third spaces: a third home to the Algerian migrant women
3.	Julius Azasoo	FAST	Let there be light
4.	Frances Hudson	FEH	Higher Education: A life story approach
5.	Amatou Slimani	FEH	Images of Algeria
6.	Johnny Ryan	FHS	Psychedelics and human geography: A qualitative analysis into psychedelics and setting.
7.	Jacqueline Batchelor	FHS	Communication is key
8.	Maria Correia	FBL	Sustainability marketing - empirical analysis of managerial perceptions
9.	Amir Minai	FAST	Do students studying java perform better in short answer questions or computational questions? A case study
10.	Ivna Reic	FBL	Reframing event project management
11.	Christine Hattar	FBL	The entrepreneurial role of HR in supporting sustainability-oriented innovations in food supply chain management
12.	Rebecca Fakoussa	FBL	Active blended learning
13.	Eucharía McCarthy	FEH	Leadership in inclusive education and care in Ireland: an investigation into the role of the inclusion co-ordinator
14.	Philip Quainoo	FAST	Your roof, what if there is a volcano now?
15.	Crescencia Uleme	FAST	Do slum upgrades lead to housing improvements?

16	Rachel Grant	FAST	Recent Oarfish (<i>Regalecus</i>) sightings primarily occur in the region of tectonic plate boundaries
17	Alison Ward	FHS	Understanding people with dementia's experiences through involvement with photography and storytelling
18	Mohammad Sahibi	FBL	Emotion and knowledge transfer in international acquisitions
19	Oluwaseyi Omoloso	FBL	Sustainability in the leather industry
20	Amanda Ash	FHS	Brain involvement in Duchenne muscular dystrophy
21	Kai Wang	FAST	An autoethnography inquiry of self-documentary based on my personal family experiences
22	Erika Pratte	FHS	Therapeutic approaches towards near-death experiences
23	Emmanuel Ofori-Attah	FAST	A survey of low power design techniques for last level caches
24	Zainab Al-rubaye	FAST	Sheep lameness detection via wearable sensor-based data analysis
25	Tony Denman	FAST	Radon levels in new homes built with radon protection in high radon areas
26	Guido DiMartino	FHS	Welfare issues in Italian heavy pig production
27	Dr Peter Sharp	Regents University	Scholastic knowledge
28	Mary O'Malley	FHS	The Angela Project: Improving diagnosis of young onset dementia.
29	Shalini Bisani	FBL	My County, My Brand: Northamptonshire
30	Helen Ure	FBL	Experiences of returning to work after cancer
31	Jane Partridge	FBL	Are men from Mars, women from Venus or are we on the same planet? Are barriers to growth for lifestyle business, gender related?

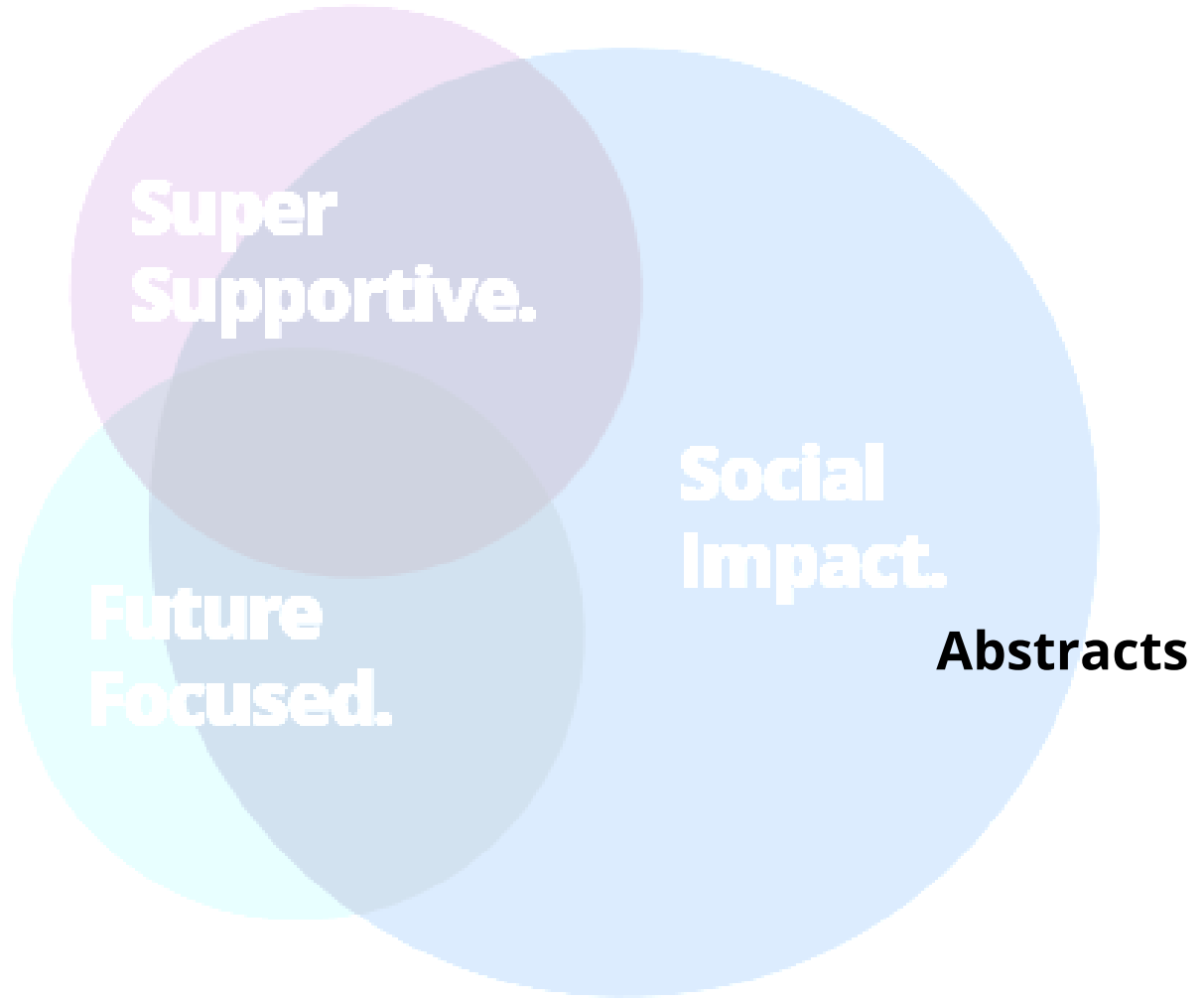
Faculty key:

FHS Faculty of Health and Society

FEH Faculty of Education and Humanities

FBL Faculty of Business and Law

FAST Faculty of Arts, Science and Technology



Wednesday 20th June

Session 1A: Super Supportive

10.45am-11.45am Delapre Lecture Theatre

Paper title and presenters	Abstract
<p>PGRs Online: How SuCCEED@8 is building an online PhD community Cristina Devecchi, Sue Watling, Anthony Stepniak, Maitreyee Buragohain, Ratika Velu and Yumi Zhao</p>	<p>SuCCEED@8 is an ILT funded project which aims to create a multi-functional PhD support group to increase engagement, wellbeing and participation through the use of ABL and online functionalities. This project has been designed by a group of PhD students whose aspiration was to build a PhD community which is 'Future looking, risk taking, employability ready, and socially responsible'.</p> <p>It is in the interest of UoN to ensure that all students fulfil their potential and can contribute to the social and academic life of the university and society regardless of where they are located or their personal circumstances. As the number of our international partnerships and off-site and P/T students increases, there is a compelling case for testing the viability of implementing an ABL strategy to students at Level 8. SuCCEED@8 has been a test bed for others to develop further their courses and programmes. The project is also located in a renewed and current interest in both digital skills for PGR students as a means to equip the new generation of researchers with relevant employability skills and a means to combat isolation and improve students' wellbeing.</p> <p>ACHIEVEMENTS</p> <ul style="list-style-type: none"> • Building the infrastructure: project own website and blog; a twitter account [@succeedat8], a closed PhD Northampton facebook group; tested the use of Collaborate Ultra for PhD transfers; WhatsApp group • ABL activities: a series of skype-based sessions to support students to write and submit abstracts for the ECER conference • Increase participation within UoN and publicly through twitter and facebook • Sustainability: application of practice-based activities to others across the university;

	<p>creation of a Faculty of Education and Humanities Twitter account; use of Collaborate Ultra to be extended to all PhD transfer</p> <p>REFLECTIONS</p> <p>The project has been successful in increasing visibility and providing a space for students to share their achievements. Yet:</p> <ul style="list-style-type: none"> • Student's and supervisors' participation is still low • Evolution of communication formats has been mainly organic • Low use of digital media by students and supervisors. • Challenges of synchronous activities across wide geographical locations • Concerns are raised in regard to training for Waterside and employability skills
<p>Pragmatic methodology - possibilities and pitfalls Emma Clarke</p>	<p>This presentation considers the challenges experienced by a doctoral student engaging in qualitative research. It examines the difficulties experienced in selecting an appropriate approach from the traditional methodologies to answer the research question. A pragmatic methodology which provides the researcher with the opportunity to utilise a range of strategies to answer the research question will be discussed. The advantages and disadvantages of the freedoms afforded in methodological thinking, rather than following prescribed strategies and procedures will be considered. How a pragmatic perspective informed the researcher's understanding of the impact of selecting a methodology has on shaping the research and its outcomes will conclude the presentation.</p>
<p>Tapping into the power of online peer assessment Claire Leer</p>	<p>Events Management employers seek graduates who can demonstrate that they can work in teams effectively. There are issues associated with assessing groupwork for both tutors and students. As most of the groupwork is completed outside of timetabled classes it is often difficult for the tutor to ascertain if the groupwork has been completed evenly amongst the group members. From a student's perspective there are often feelings of unfairness associated with group assessments and demands for individual grades to be awarded based on contribution.</p> <p>The overall aim of this study is to understand what a best practice approach is to online peer assessment and to trial an online tool thus, reducing the workload for the tutor of</p>

	<p>a paper-based approach. An online peer assessment tool called SPARKPlus was used for this research. Second and final year BA Events Management students used SPARKPlus and the results of a post-trial survey were collated. Interviews were conducted with six students involved in the trial.</p> <p>The findings indicate that the students had a positive experience using SPARKPlus. They believe peer assessment is a fair method of assessing groupwork and individual grades should be awarded. These results concurred with the literature regarding what constitutes a best practice approach to online peer assessment. Furthermore, some new themes emerged which would warrant further future research; including formative peer assessment and introducing face to face feedback.</p>
<p>The Zimbabwean student Emmanuel S Maphosa</p>	<p>The theoretical framework supporting this study comes from the plain understanding that students' perceptions are their reality (Glasser, 2010). This article employs the theoretical framework of Critical Race Theory (CRT) to examine the pre and post Zimbabwe independence political decisions that impacted on the population. The Cultural Ecology Theory (CET) is employed to understand the different attitudes and perceptions of Zimbabwean immigrant students in UK as it is important to take into account the cultural context of the communities these students are immersed in. The study reflects on the tensions and conflicts linked to migration within the Zimbabwean context resulting in the United Kingdom (UK) transferable concerns. This calls for the examination of the implications of the armed struggle and the political settlement thereafter which had undertones of white supremacy. The semi structured interviews were used to collect data from (20) Zimbabwean immigrant students (11-16), their parents/guardians (10) and secondary school teachers (5). While an increase in migrant communities within Europe has created tensions and conflicts in the host countries (Goodhart, 2014), the Organization for Economic Cooperation and Development (OECD) study revealed that immigrants have made positive contributions to the UK fiscal system compared to the situation in other countries (Liebig and Mo, 2013). Thus in the context of this study, the migration of Zimbabweans to global destinations in particular the UK and their lived experiences in the host country as presented by</p>

	<p>students and parents' counter stories shed light on the mixed feelings of life in the diaspora. Importantly, research reveals that Zimbabweans have not wholly embraced social justice in their homeland. In the host country even though the racist discourse still exists, its form appears to have shifted to overt talk and practices. Among other outcomes from the study, there is suggestion that the immigrant students face language and discrimination in their engagement with school as well as in their social spheres. Furthermore, their parents/guardians likewise have had to endure with discrimination and deskilling which has led some families to fall into abject poverty.</p>
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Session 1B: Super Supportive

10.45am-11.45am Yelvertoft 104b/c

Paper title and presenter(s)	Abstract
<p>Lecturer's perspective on enhancing student retention, progression and continuation at the University of Northampton Phil Bowen, Duminda Rajasinghe. Additional contributors: Isabelle Evans, Professor Richard Rose, Professor Andy Pilkington</p>	<p>The purpose of this study is to find out the lecturer's perspective as to why students withdraw, what they could do to help retention of individual students and, what can be done to help student retention and participation.</p> <p>It may be that some students need greater incentives than others to engage with the learning experience (Chen et al, 2014). The student may feel anxious or overwhelmed (Owston et al, 2013). These may be reasons why students decide to withdraw from their studies. Fredricks et al. (2004) refers to types of student engagement that include: behavioural, emotional, and cognitive, that are linked to lecturer achievement. Student self-regulation is associated with how the student feels about their learning experience (Henrie et al, 2015). Henrie et al (2015) add that emotional engagement is how students relate with others that may lead to students' experiencing frustration or boredom. Enhancing student interaction is important as is creating a sense of belonging and community (Ruiz et al, 2006). Chen et al (2014) comments that lecturer staff should be aware of the transactional distance between them and the student and identify the importance of promoting a positive learning environment. It may be that students feel that they cannot approach the member of lecturer staff due to cultural/ background/</p>

	<p>personal reasons. It is the lecturer who implements and engages with change and it would be helpful to find out what their views are to improve student retention and participation.</p> <p>A questionnaire and semi-structured interviews were carried out at the University of Northampton. 75 responses were received. Semi structured interviews of 5 lecturers were also undertaken. Findings are reported. It is proposed that this study will be expanded out to other universities in the next stage.</p>
<p>Have we lost the social from social work practice in NHS mental health services? Kim Woodbridge Dodd</p>	<p>This presentation sets out the findings of a recent research project studying how mental health social workers constructed their professional selves within the context of NHS mental health services. For many years mental health has been understood by professionals in the NHS mental health services through a bio(biological)psycho(psychological)social model (Slade, 2009) in relation to cause, treatment and recovery. This is one of the underpinning assumptions which has driven the continuing call to integrate social care into NHS mental health services (Cooper, 2017). That integrated services offer those who use them better access to health and social care as well as reducing duplications in service provision and therefore reducing costs. That providing this in one, rather than two services, there are substantial benefits to individuals and families, through having medical, psychological and social ways of understanding their mental health problems, distress, concerns and fears in one place (Woodbridge-Dodd, 2018).</p> <p>However, in this recent research using Foucauldian principles and discourse analysis (Parker, 2002), delivering the social element of care was not straightforward. The analysis used concepts such as subject positions and subjectivity to understanding how social workers constructed their professional identity. Results showed, based on interviewing social workers working NHS mental health services, that the very reason they were brought into mental health teams - their professional social work knowledge, experience, and skills - were often the very things they struggled to use in practice in the service (Woodbridge-Dodd, 2017).</p>

Cognitive processes triggered by Input Enhancement: experimental research using Chinese second languageLearners of English

Lucy Atkinson

My research has concentrated on the effect of a teaching intervention used in the second language classroom; how effective it is, and what cognitive processes it triggers. The aims of my PhD research project were to understand the use of input enhancement, an instructed second language acquisition method and the impact of cognitive processes on the second language learner. My research develops our understanding of cognitive processing and input enhancement which are at an early stage. It is evident that input enhancement does engage the learners' focal attention processes and leads to subsequent processing of varying degrees of depth. Experiments 1-3 investigated different forms of input enhancement (textual and audio) amongst Chinese second language learners of English in different contexts (home, and abroad) with a view of understanding the effectiveness of input enhancement and the contribution cognitive load plays. The research was experimental and quantitative in nature. All studies were informed by a published meta-analytic review on input enhancement studies and my own individual meta-analytic review which formed part of my PhD thesis. Results across all experiments revealed some insight into possible cognitive processes that are triggered during input enhancement study conditions. Several pedagogical implications should be considered in using input enhancement for actual classroom teaching. The first consideration is to avoid dividing learner attention excessively. The enhancement method for one language form should be consistent throughout the text. For example, if italicizing is chosen as an enhancement method for past tense verbs, it should be used consistently. To better understand input enhancement, future research should take into the use of input enhancement with other concurrent tasks as timing and capacity. The use of longitudinal and delayed post-tests would help with understanding how the grammar method activates the learners' cognitive processes especially in the long-term memory. Clearly memory structures are capacity limited and impose constraints on attentional processes. This research project adds to the body of research in this field to provide a clearer understanding on how individual variation in attention, memory, and rehearsal affects second language learning.

Resilience in mental health nurses in secure environments

Carol Rooney

This study explored aspects of resilience as experienced by mental health nurses in a high secure service. The aim of this research was to explore resilience for the participants and to develop a concept analysis of resilience in settings of this kind. There have been many studies on the occupational challenges for nurses. Several studies have noted distinct features of the work which are particular to mental health nurses: the intense nature of the interactions with patients; the regular confrontation of difficult and challenging behaviours; violence and threats from patients and relatives; and resources and staffing. Caring for patients with a personality disorder is noted in the literature as being particularly challenging and demanding for mental health nurses.

Mixed methodology was used to profile nurses' resilience in this environment, using a validated questionnaire. In-depth semi-structured interviews were analysed using Interpretative Phenomenological Analysis (IPA). A concept analysis of resilience in this environment was developed using the data gathered in this way, synthesised with existing literature.

The characteristics of 'hardiness', 'bounce back' and 'cognitive appraisal' emerged as key characteristics associated with resilience. Four superordinate themes emerged from the analysis of the staff interviews: management of emotions, teamwork, understanding and work-life balance.

All of the participants spoke of the need for a work-life balance, making a conscious effort to keep the worlds of work and home separate, keeping physically healthy, and spending time with family and friends. This was embodied in the phrase 'leaving it at the gate' which was used to characterise the separation of the two worlds.

A concept analysis of resilience was developed by synthesising new empirical data along with existing literature. The three main findings of the study were that the constituents of resilience in this staff group are hardiness, bounce back and cognitive appraisal.

This new information can be used by organisations to develop targeted interventions in

	promoting wellbeing at work, reducing work related stress, and aiding recruitment and retention.
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Session 2A: Super Supportive

12pm-1pm Delapre Lecture Theatre

Paper title and presenter(s)	Abstract
<p>Theoretical positioning of supply chains in the circular economy - A conceptual archetype of a circular supply chain Luciano Batista</p>	<p>Over the past few decades, the growing number of studies on sustainable supply chains has created a substantial body of literature in which four sustainability narratives of supply chains have emerged, namely: reverse logistics, green supply chains, sustainable supply chain management (SSCM), and closed-loop supply chains.</p> <p>A problematic aspect concerning these four sustainability narratives of supply chains is that they largely overlap in many of the phenomena they address, to the extent that scholars refer to them interchangeably and many studies consider reverse, green and close-loop aspects synonymously under a wider SSCM perspective (Seuring and Müller 2008; Carter and Rogers 2008; Walker and Jones 2012). Such ambiguity concerning the sustainability features of supply chains offers an opportunity to bring theory forward by considering their suitability for wider sustainability-oriented philosophical paradigms such as the circular economy (CE).</p> <p>The transition to a CE predicated on business models facilitating reverse cycles, cascading of products, by-products and waste outputs, requires a refreshed appreciation to explore 'circular' supply chain (CSC) archetypes and their embedded circularities (Dervojeda et al. 2014). The increased complexity and expanded scope of CSCs and their role as enablers of business responses to the sustainability imperatives of the CE deserve a more comprehensive understanding (Batista, Bourlakis, and Maull 2016; Smart et al. 2017).</p> <p>This paper analyses extant literature through a content-based systematic literature review (Seuring and Gold 2012) of sustainable supply chain research. We develop a</p>

	<p>characterisation of a CSC archetype along with related propositions shaping their fundamental features.</p>
<p>The impact of dance on sociability skills of children with complex needs Maitreyee Buragohain</p>	<p>Participation in dance activities fosters holistic development as it educates the body, mind and spirit. Improvement in physical fitness, accommodation of diverse learning needs, increase in socioemotional awareness and improvement in academic outcomes are some of the benefits of dance for children with special needs (Munsell and Davis, 2014).</p> <p>The purpose of this research is to investigate the use of dance as a means of promoting sociability in children with complex needs. This study aims to gain knowledge about the aspects of dance which impact sociability.</p> <p>Based on a review and study of the methodological literature, use of semi-structured interviews and observations were chosen as the research instruments for the study. Participant observations, video observations and semi-structured interviews were chosen as the means of data collection best suited to answer the research questions addressed.</p> <p>A pilot study was conducted during which I taught dance to six key stage 3 pupils with complex needs, at a special educational needs school. An observation schedule was used to record my observations. This study was intended to guide the development of the research plan and the design of the research instruments. It served the intended purpose and has helped me plan future work. Subsequent dance sessions with a new group of pupils has given me more data in the form of video recordings, observation notes and interview transcripts. Segmenting and coding will be completed during the next phase of the research. Initial observations from dance sessions indicate that dance may have a positive impact on children with complex needs. Data obtained from interviews reveal that dance helps in boosting self-confidence and building friendships. The pupils who participated in this study consider dance a fun activity that reinforces team spirit and encourages self-expression.</p> <p>Further dance sessions and interviews with parents and teachers have been planned as part of the next phase of data collection. The findings of this research can encourage</p>

	<p>educators to create dance learning opportunities for their students. The knowledge that is emerging from this study could be useful in promoting dance as an important activity for all children.</p>
<p>An investigation of endotracheal intubation and assisted intubation devices for use by paramedics in out-of-hospital care Sarah Cross</p>	<p>For patients in cardiac arrest, early chest compressions and adequate airway management to ventilate and oxygenate patients' lungs is essential and can be achieved through endotracheal intubation (ETI). Assisted intubation devices (AIDs) have been introduced to practice to help overcome a number of complications associated with ETI. This study aimed to describe current practice in relation to ETI and critically assess the most effective and preferred AID for use by paramedics.</p> <p>A three-stage approach was undertaken. A retrospective case note review established current airway management practices in one area of the UK, over the period of a year. An online opinion survey sought paramedics' opinions on airway management and ETI. Finally, a prospective, experimental study compared four AIDs through observed intubation attempts by paramedics using each type of AID. Preference ranking and free text comments from paramedics, provided valuable reflections on the practical application of the devices.</p> <p>The study has shown that a range of airways are used in the out-of-hospital care environment, with a high success rate. ETI was attempted on less than half the patients in cardiac arrest, with a 77% success rate. Opinion survey findings indicated that 79% of 181 paramedics would commonly perform ETI on a patient in cardiac arrest. In the same sample, 83% believed ETI to be gold standard airway management. Reasons for not intubating were predominantly related to an alternative airway (such as a supraglottic airway device) being adequate in ventilating the patient. On comparison of four AIDs, no one AID proved to be more successful than another. Three devices were equally successful, with success rates of over 97%. In comparison the least successful device had only a 65% success rate ($P < 0.001$). No statistically significant differences were identified between the devices in terms of number of attempts needed for successful intubation. Time to intubate with the devices was between 42 seconds and 86 seconds, with statistically significant differences between the one device and all the</p>

	<p>other devices. The most preferred device was a video laryngoscope, attributed to the good view of the vocal cords the device provided, alongside the ease of use.</p>
<p>Leading change together: how to succeed by working together Cristina Devecchi, Hala Mansour, Nick Allen, Jackie Potter</p>	<p>This presentation draws from the Leading Change Together project (Devecchi, et al., awaiting publication), funded by the Leadership Foundation for Higher Education, to share examples of good practice regarding academics, management and professional service colleagues working together. The project gathered the views of senior leaders, academics and member of the professional services across the UK through a national survey, individual interviews and focus groups.</p> <p>Findings show that change is pervasive across the HE sector as a whole and not just universities. Despite great variety and variability in how the sector is responding to ongoing major changes, some key aspects of change management, leadership and successful collaboration are evident. The key recommendations are for managers and leaders across the sector to foster and support:</p> <ul style="list-style-type: none"> • a more inclusive and democratic approach involving all stakeholders in decision-making; • recognise and acknowledge individual leadership skills and focus on the notion of 'diffused leadership'; • support change champions; and • support fora and activities fostering the collaboration of a diverse and diversifying workforce. <p>Practically, this presentation will draw from the findings to focus on the following examples of good practice:</p> <ul style="list-style-type: none"> • Creating cross-sectional teams and building respect among individuals; • Changing perceptions about the roles and contribution of academics and professional services; • The support of change agents as 'translational links'; • Formal and informal mechanisms for relationships building; • Joint staff training; • Development of middle managers.

Session 2B: Super Supportive

12pm-1pm Yelvertoft 104b/c

Paper title and presenter(s)	Abstract
<p data-bbox="203 336 781 448">The role of businesses in assisting Northampton to become a dementia-friendly town</p> <p data-bbox="203 456 689 520">Kathleen Mortimer, Sally Laurie, Maher Daboul</p>	<p data-bbox="804 336 1995 970">Dementia is having a significant impact on our society with one in six people over the age of 80 having the condition. Its importance was recognised by the launch of the Prime Minister’s Challenge of Dementia which encourages communities to become recognised as dementia friendly so that a supportive environment is created where people with dementia feel confident to go out and visit the shops, with or without carers, and stay active as long as possible. The support of businesses is critical for this to be achieved. This study is the first stage in understanding how this cooperation and commitment from local businesses can be encouraged. It is undertaken in Northampton which is working towards being recognised as being a dementia friendly community. Based on the backdrop of stakeholder theory and CSR literature the study explores the CSR activity being undertaken by all the retail outlets based in the main indoor shopping centre to establish if the need to support members of the local community with dementia is being recognised. The paper firstly explores why businesses undertake CSR. The drive to create dementia friendly communities and the role of businesses in that process is then discussed, leading to the identification of four research questions.</p> <p data-bbox="804 978 1973 1369">The methodology utilised was a case study approach, based on a content analysis of the organisations’ websites and an observation of signage within the stores. The findings indicated that just over half of the 53 organisations undertook CSR activity, which was communicated on their corporate websites. However, there was a disconnect between this CSR involvement and activities to assist the local community. Twelve stores had signposting to indicate available support for disabled people but there were no direct communication on websites or in store to customers with dementia or their carers. There was also evidence of inconsistency between the information provided through the two channels suggesting a lack of integration. The implications of the findings and future research were discussed.</p>

More than just a degree: perspectives of new Jordanian graduates on the employability skills gap

Zahera Mohammad

There have been concerns about an increasingly wide 'gap' between the skills and capabilities of new graduates and employers' requirements at the work-place, however, there is a notable gap in the literature in exploring the perspectives of newly graduate employees of the reasons behind this employability skills gap. The purpose of this study is to explore the perspectives of graduates about the employability skills gap of new Jordanian graduates who have joined the job market at their first graduate job. The information gained through this research informs about the contemporary status of new Jordanian graduate's preparation in terms of employability skills and indicate opportunities to better prepare them with the skills needed and expected by employers within the Jordanian context.

A qualitative study to explore graduates' perspectives was conducted. The qualitative data analysed consist of semi-structured one-on-one interviews with 21 Jordanian graduates from business and non-business majors, all graduates selected have recently graduated from Jordanian HEIs and joined the labour market at their first graduate job. They were selected with the aim of insuring that there was a balance of interview from different type of HEIs including public and private universities to gain views of different perspectives and provide an opportunity for enrichment and understanding among different group of graduates.

The thematic analysis of graduates' responses revealed several factors responsible for widening the skills gap from graduates' perspectives such as the HEIs curriculums which was perceived as not equipping graduates with the sufficient level of skills needed at work place. The high expectations by employers on the other hand along with lack of support provided at the workplace were among the important factors identified. The analysis also showed other factors such as lack of coordination between HEIs and employers, unclear market signal of the skills required at workplace, and other socio-culture and economics factors to play critical role towards widening the skills gap. The results of this study make a valuable contribution to the field of employability skills development and hopes to fill the gap in previous researches by uncovering the reasons of skills gap at the graduate labour market.

<p>Innovating for sustainable development: case studies from Japan Friedemann Schaber</p>	<p>Abstract unavailable.</p>
<p>Sustainable feedback: students' expectations Sally Sun</p>	<p>Showbie was adopted as one of the feedback tools for students from an undergraduate top-up module. It allows students to have interactive feedback in their formative assessments via online-based communication. This communication can be delivered with annotations such as voice bubbles, text bubbles, and comments within the students work. Moreover, this interactive feedback tool facilitates the diagnostic feedback loop by giving students opportunities to add their voice bubbles, text bubbles, and comments in their work in relation to each annotation they received from the lecturer.</p> <p>We collected questionnaire results from students to explore the perceived impact of this kind of interactive informal feedback, as well as their expectations in relation to important factors that should be considered. Focus groups were held to explore how they would like lecturers to utilise this tool across all modules. From the focus groups, students revealed their obstacles of finding, reading, reviewing, and implementing the feedback they received. However, questionnaire results indicated the positive impact of this kind of feedback on students. Additionally, a sustainable feedback framework is developed for students 'super-supportive' learning environment.</p>

Session 3A: Social Impact

2pm-3.15pm Delapre Lecture Theatre

Paper title and presenter(s)	Abstract
<p>Parents' retrospective experience of withholding or withdrawing life sustaining treatment from their baby Nicola Smithers</p>	<p>The legal and ethical issues around withdrawing life sustaining treatment were played out publicly in the recent case of Charlie Gard. As the parents and medical team reached an impasse over his treatment, the Courts were left to decide his fate. The case evoked much debate about the role of parents in these decisions and the weight that should be attached to their views.</p> <p>My research considers the legal justifications for such decisions as well as the retrospective experience of parents who have made these heart-breaking choices. Their stories illuminate the reality behind decision making and provide an opportunity to offer recommendations for enhanced communication between parents and medical professionals.</p>
<p>CHES: Colleges and Higher Education Security Standard Mils Hills, Nick Allen</p>	<p>Much has been written about the threat to the higher education sector in relation to cyber security (e.g. https://www.timeshighereducation.com/news/united-kingdom-uk-universities-losing-cyber-security-battle; http://www.comtact.co.uk/wp-content/uploads/2016/04/University-Challenge-Cyber-Attacks-in-Higher-Education-April-2016.pdf) however, little has been written about the threat of terrorist or other violent attacks at a UK higher education institution.</p> <p>With a current UK national threat level of severe, where higher education institutions contain large numbers of individuals (staff and students), such organisations are at risk of becoming locations where such attacks have a potential to take place. As has been shown in the United States, further and higher education institutions “seem to be the prime target of attack for gunmen” (http://www.independent.co.uk/news/world/americas/ohio-state-university-mass-shooting-injured-timeline-schools-colleges-last-12-months-a7444001.html) by lone individuals or groups, mainly non-terrorist related.</p> <p>To avoid similar recurrences in the United Kingdom, the National Counter Terrorism Security Office has developed guidance for further and higher education institution</p>

	<p>(https://www.gov.uk/government/publications/counter-terrorism-protective-security-advice-for-higher-and-further-education), however, little exists in terms of sharing of effective practice in this area.</p> <p>The CHES (the Colleges and Higher Education Security Standard), funded by the Home Office and led by the University of Northampton is helping to identify effective practice from the further and higher education sectors, as well as closely aligned and other sectors and experts to assist further and higher education institutions in the development of preparations and plans in this area.</p> <p>This presentation will explore the project and outline key findings. It will provide delegates with an insight into the relationships between the higher education sector and HM Government and between institutions and sector-wide associations.</p>
<p>"It's time to give this wretched world the queen it deserves" Investigating the wicked queen character in contemporary narratives Anthony Stepniak</p>	<p>My presentation outlines my research which analyses contemporary representations of the Wicked Queen character, originally from the Snow White fairy tale, in contemporary film and Young Adult fiction between 1997-2017. I detail how I situate my research within this contemporary 20 year period, as I track a change in fairy-tale narratives, which I have detected, eventually resulting in a retelling of the tale from the position of the antagonist. After situating my primary texts within this current trend in fairy-tales, I then explicate the three main focal points of my research, which are investigating my selected representations of the Wicked Queen character, in relation to idealised modes of femininity, the notion of heteronormative romance and her characterisation as an antagonist. Using the didactic convention of fairy tales, I offer possible social and societal reasons for both the current form of fairy tale retellings and contemporary focus upon on the 'villain's' of these classic tales. Finally I explain how I am undertaking this research through my methodology of close textual analysis, enhanced by a theoretical framework of narrative, gender and fairy-tale theory.</p>

<p>Intercultural communication and headquarter-subsidiary power dynamics: a study of Chinese acquisitions in the UK Shaowei He</p>	<p>Very little research has been conducted in international management regarding the impact of intercultural communications on power dynamics in the context of international acquisition. This paper aims to fill this void. Taking a case study of two Chinese acquisitions in the UK, our qualitative research reveals how power is constantly renegotiated, in a fluid manner, between the acquired and acquiring firms. The results challenge the resource-based view of power and endorse the view that power relations are ongoing and dynamic throughout the communicative action process.</p>
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Session 3B: Social Impact

2pm-3.15pm Yelvertoft 104b/c

Paper title and presenter(s)	Abstract
<p>Developing entrepreneurial and social competences for the future Sarah Wilson-Medhurst</p>	<p>Transversal or transferable competences are recognised to be fundamental in our knowledge-based society. However, competences such as 'sense of initiative and entrepreneurship' and 'social' competences are not easy to define and assess and this can place barriers to their successful development. Drawing on research from a European Commission funded project this talk illustrates how such competences may be defined including some of the underpinning behaviours, capabilities and mind-set that are required to successfully develop and demonstrate these competences. With this underpinning knowledge and understanding learners can then go on to evaluate their own competency levels and learning needs. As a result, they are then in a much stronger position to go on to improve their competency level and their chances of success whatever their future plans whether employment, self-employment, research or another opportunity. This talk will illustrate some of the tools teachers can use with students to help them to self-assess their 'sense of initiative and entrepreneurship' and consequently to develop and improve their level of competency in this area. This work has implications for curriculum development 'beyond the classroom' and ways in which HE and industry can work together.</p>

<p>Conversations in the midst of the Syrian conflict: a visual response to the Syrian conflict via the domestic and personal</p> <p>Hala Georges</p>	<p>What the media consistently exposes us to is nothing new. The news shows us what we already know about the war in Syria and, in fact, any conflict in the Middle East, insofar as it resorts to familiar forms of news reportage. Typically, this can be a stream of constant violent war imagery, which in turn creates a distance between the viewer and the tragedy itself, thus producing a feeling of detachment and indifference - the familiar 'compassion fatigue'.</p> <p>The presentation looks at how my PhD research developed a counter-point to the mainstream media by bringing to light some of the hidden histories of the affected Syrian people. Using participant-observer research methodology incorporation with gathering material from inside the conflict had enriched the research findings and pushed it towards a fascinating exploration of the ever-changing distance between myself and the topic.</p> <p>The talk will explain how the research outcome aimed at leaving a social impact by conveying the truth of the Syrian reality and how it refused to be another Middle Eastern art cliché. It will address the qualities of the research journey and results and its personal and domestic perspective. I will also discuss the ethical issues of war images and argue against the use of violent images. This should include Syrian and Middle Eastern art examples alongside examples of my practice.</p>
<p>Determinants of tourism: the role of institutions</p> <p>Thaana Ghalia</p>	<p>Tourism has become a crucial factor of economic growth for many countries. Worldwide, tourism accounts for 6 percent of world exports and 30 percent of service exports (WTO, 2015). It is therefore important to understand what factors affect tourism and how. Most studies focus primarily on demand factors such as the level of income, relative prices, and the exchange rates (both of the host-country currency and the currency preferred by tourists). Other factors can also play significant roles in attracting or discouraging tourists: internal tensions (ethnic, economic or of another nature) as well as external conflicts, generally have a negative impact on tourist arrivals (see Crouch, 1994, Eilat and Einav, 2004, and Garín-Muñoz, 2006). This paper, instead, focuses on how the quality of institutions and governance affects tourism inflows. There is already a large body of literature that documents the importance of</p>

	<p>institutions for economic development and economic performance: see Acemoglu, Johnson and Robinson (2005) for a comprehensive survey. With sound and stable institutions, economic agents face little uncertainty that contracts will be honored, or that they can use fair and unbiased courts to enforce them if they are breached, as well as that their property will be protected from predation by others (including by the government). This in turn, encourages economic collaboration, trade and investment. In the absence of sound institutions, agents distrust each other and have an incentive to consume rather than invest their wealth, or to stash it away abroad where it will be safeguarded better.</p> <p>This paper seeks to identify those determinants that have the greatest impact on tourism (in terms of tourist arrivals) in a sample of 131 countries. We use governance indicators as a proxy for institutional quality (Rios-Morales et al., 2011). We use six indicators of governance, accountability of power, political stability, the rule of law, regulatory quality, corruption, and government effectiveness, and apply principal component analysis (PCA) to create a composite index of institutional quality. In addition, we also control for a broad set of economic, demographic, technological and political factors that could also affect tourism.</p>
<p>'What Works': knowledge mobilisation in higher education' Hala Mansour, Cristina Devecchi</p>	<p>The Mechanisms of Knowledge Mobilisation in the UK HE Sector-Rapid Review aims to collect evidence on which mechanisms, strategies and approaches a variety of HE agencies use to mobilise knowledge to enable decision-makers in universities to make evidence-based decisions</p> <p>The objectives of the rapid review are to identify various mechanisms in use by agencies and relate mechanisms, where practical/appropriate, to the drivers for, origins and types of evidence being mobilised. The project is aiming to provide some categorisation and description of operating models (including resource implications), evolution, evaluation and impact. It also aims to identify 2-3 mechanisms that may be road tested in a second phase of this project.</p> <p>The empirically-based rapid review will surface evidence from designated members of HE agencies using Ward's (2017) 'Why, whose, what and how? A framework for</p>

	<p>knowledge mobilisers to eliciting evidence based on identifying: What type of knowledge is mobilised; Whose knowledge is used; How the knowledge is mobilised and Why knowledge is mobilised.</p> <p>The paper will present initial findings of the mechanisms, strategies and approaches a variety of HE agencies use to mobilise knowledge to enable decision-makers in universities to make evidence-based decisions. The evidence collected as part of the rapid review paints a varied picture which highlights strengths, challenges and limitations in the way in which individual agencies mobilise knowledge, and which can have an impact on the question whether the HE sector needs a What Works Centre.</p>
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Session 4A: Social Impact

3.30pm-4.45pm Delapre Lecture Theatre

Paper title and presenter(s)	Abstract
<p>Housing improvement and slum upgrading theory Cresencia Uleme</p>	<p>Housing has remained an essential part of the right to an adequate standard of living since 1948. But due to various complexities, the governments in developing countries struggle to provide enough houses, resulting in the proliferation of slums. Slums are stigmatised housing associated with poverty: they are places lacking infrastructure with less or no adherence to standard building regulations. Thus, the prominent issue in slums is the inadequate housing condition which has made international organisations, notably the World Bank to invest in several housing strategies to improve housing conditions of slum dwellers. However, these efforts faced challenges and criticisms from practitioners, scholars and other stakeholders. Currently, the approach to slums has shifted from total housing provision, instead, 'slum upgrading' which is the provision of basic services and infrastructure has become the conventional strategy, and this has been theorised to stimulate housing improvement.</p> <p>While there has been definite housing improvement due to slum upgrading in owner-occupied houses, the literature has yet sufficiently explored situations where landlords and tenants are involved. Over the years, approaches to slum housing including slum upgrading have stemmed from previous prevalent assumptions that slum houses are</p>

	<p>mainly owner occupied, this is without adequate account for the role of landlord-tenant relations in housing improvement process. Thus, this study aims to explore how landlord-tenant relationships influence the process of housing improvement in the context of a slum upgrade.</p> <p>As part of the ongoing research, this paper presents the preliminary findings on the facilitators and barriers of housing improvement from the perspective of landlords and tenants in an upgraded slum settlement. The study employs a semi-structured interview with 17 landlords and 26 tenants.</p>
<p>Sustainability marketing: empirical analysis of managerial perceptions Maria Correia</p>	<p>Sustainability awareness has become increasingly important to society and a matter of interest by scholars and professionals. Stakeholders have also been demanding sustainable organisational strategies, products and services. Therefore, the role that sustainability plays in organisations and how they are incorporating sustainability into their strategies assumes vital importance. Since marketing plays an important role in how the companies communicate with their customers and stakeholders, it could be argued that sustainability marketing must receive a special focus by executives. Moreover, if not properly marketed, companies that have been integrating sustainability into their strategies may not be considered as sustainable organisations and therefore, may lose market value.</p> <p>This study aims to assess the actual situation in terms of sustainability awareness of the marketers and the sustainability professionals. Through a mixed method research, it investigates the drivers and barriers to sustainability marketing strategies and the marketing mix being implemented on those strategies. Questionnaires and interviews were conducted with top-executives on marketing and sustainability, and a quantitative analysis complemented by a qualitative one was employed.</p> <p>The research's findings indicate that brand reputation and customer satisfaction seem to be the main drivers for pursuing a sustainability marketing strategy. Likewise, stakeholder's commitment was indicated as an important driver. Main barriers encompass the pressure for short-term profits and the difficulty to measure sustainability results. Moreover, a comprehensive sustainability marketing mix focused</p>

	<p>mainly on Promotion, Product and Place are being implemented by marketers. Findings from this research have implications for the marketing practitioners and academics, on the drivers and barriers to sustainability marketing mix implementation.</p>
<p>The relationship between social deprivation and domestic radon levels: a study in the East Midlands, UK Tony Denman, Robin Crockett, Chris Groves-Kirkby, Gavin Gillmore (Kingston Univ), and Paul Phillips</p>	<p>The natural radioactive gas, radon, is present in the built environment, and at high levels is associated with an increased risk of lung cancer. This risk is significantly further enhanced when occupants also smoke. Studies investigating a number of environmental pollutants suggest that the more-deprived populations are exposed to higher levels of many pollutants, with direct adverse impact on the health of these populations.</p> <p>In contrast, however, two recent studies have suggested that increased social deprivation in the UK is associated with lower environmental radon exposure. The UK government now publishes the Index of Multiple Deprivation (IMD), a measure of average overall deprivation, as well as indices of subsets such as health, education status, income and living environment. This paper considers this suggestion by reviewing social deprivation and radon levels in 231 postcode sectors - small areas of around 7500 people - in both urban and rural settings, in the East Midlands of England, using the IMD for 2015. The area includes a number of major towns, among them Leicester, Bedford, Northampton, Wellingborough, Kettering and Rugby, together with many villages in rural areas.</p> <p>There is an apparent trend to greater overall deprivation in low radon areas, in contrast to many other environmental pollutants. The trend only has a weak correlation. This study identifies two factors that show some correlation with this trend. Firstly, urban areas have lower average deprivation than rural areas. Secondly, since urban areas tend to contain higher proportions of multi-storey apartment blocks than rural areas, the lower radon exposure experienced by residents of the higher floors reduces the overall average residential radon exposure in the locality. In addition, a significant contributor to urban radon exposure is the location of most major urban centres in the UK on intrinsically low-radon geologies.</p>

<p>Texts between two cultures: problems of translation in the Arabic versions of Jane Eyre and Frankenstein 1986- 2012 Hanaa Jan</p>	<p>My presentation will take the form of an outline of my thesis topic, the aims and objectives of the thesis, summary of the chapters, and the final results of my study. I discuss the cultural aspect of making changes on English novels in Arabic translation focusing on two representative canonical English novels as case studies; Charlotte Bronte's Jane Eyre (1847) and Mary Shelly's novel Frankenstein (1818). This presentation will offer a brief survey of the five chapters of my thesis and my conclusion. The first chapter proposes a review of literature in the field of translation studies and sets the methodology and the theoretical frame work of the study. Chapter two aims to examine the changes in meaning with reference to three translations into Arabic of Jane Eyre that were produced between 1986- 2012. The third chapter explores three Arabic versions of Frankenstein. Chapter four discusses the results of the preceding analysis for the cross-cultural translation challenges of the two case studies and compares them together to generate a unified list of challenges that are potentially applicable to different Arabic translations of other nineteenth-century novels. Chapter five surveys translation movements in the Arab world in the past and present with references to Arab culture. It also deals with the role of the Islamic influence on the Arab culture and the role and responsibilities of translators. Finally, I will outline briefly the thesis findings and discuss the limitation of the study and conclude with suggestions for future research.</p>
<p>Collaboration for buyer-seller relationships: a sustainable dyadic perspective Luai Jraisat</p>	<p>The study seeks to explore themes concerning collaboration for sustainable buyer-seller relationships (SBSRs) involving information sharing along supply chains. Two case studies of ten dyadic SBSRs and a literature review are used to examine these themes. The case studies allow this undefined area to be clarified and existing theories to be empirically examined in the context of the fresh fruit and vegetables (FFV) industry. The study identifies five types of themes influencing information sharing in collaboration for SBSRs: two external themes at the chain level, namely information flow strategy and product flow strategy, and three internal themes at the dyad level, namely contracting strategy, price strategy and revenue strategy. The case studies reveal that top management plays a pivotal role in improving collaboration involving information</p>

	<p>sharing for better sustainability performance. There appears to be an established connection between the levels of collaboration between chain actors and dyadic actors in information sharing for their SBSRs. This study contends that chain actors involved in information sharing need to partner dyadic actors rather than do transactional processes. The multi-case studies that support the development of the framework provide real-life perspectives whose insights are a valuable practical reference for similar supply chain contexts.</p>
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Session 4B: Social Impact

3.30pm-4.45pm Y104b/c

Paper title and presenter(s)	Abstract
<p>Far-Right phobic discourses Yannis Sygkelos</p>	<p>Since the 1990s, Europe has witnessed the emergence and rise of many far-right parties in several countries. The sources and predominant themes of discourses articulated by far-right political leaders are addressed with emphasis on their investment in phobic discourses which have been proved conducive to their electoral success. It is argued that far-right leadership has engaged in a systematic manipulation of phobias that lie in socially entrenched fears, anxieties, prejudices, misdirection and identity politics in order to gain popularity and considerably increase their vote share. It is, also, argued that consistent social exposition to phobias makes them attractive to mainstream parties as well, which turns phobias into incontestable 'regimes of truth'. Phobic discourses are divided into two broad flip-sided categories: phobias concerning a 'collective self', which might be classified as 'ethnophobia', and phobias concerning a 'collective other', either migrant or indigenous, which might be classified as 'xenophobia'. The methodological approach is critical discourse analysis apt to investigate rhetorical strategies that cultivate and spread phobias with a focus on a set of particular topoi, that is, argumentative schemes, of perceived threats, imminent disasters, and allegedly irreconcilable confrontations. In the first stage of this research, the phobic discourses of the opportunist far-right</p>

	<p>leader of the Bulgarian political party ATAKA, Volen Siderov, were examined. In the next stages, the phobic discourses of the opportunist far-right leader of the Greek political party Independent Greeks (Anexartitoi Ellines), Panos Kammenos, and the ideologue fascist leader of the Greek political party Golden Dawn (Chrysi Aygi), Nikos Michaloliakos, will be explored. The major goal is to compare similar (electorally successful) phobic discourses articulated by leaders of personality parties with different characteristics as well as to draw conclusions reflecting the different political traditions and environment that these discourses have been developed and deployed. This research intends to open the field for investigation of other European far-right leaders (e.g. Nigel Farage, UKIP), which have articulated, reproduced, overstated and disseminated similar phobic discourses; it may engage, apart from the political science, disciplines such as psychology and law.</p>
<p>A changing electorate? A case study of Northampton Suzanne McDonald-Walker</p>	<p>Recent political events have seemed to throw existing theorisations about the nature of British politics into doubt. Questions are being asked about whether we are returning to the era of two-party politics or whether are we entering into a new type of post-Brexit politics wherein earlier political loyalties and identities are being replaced. Opinion polls appear to obfuscate as much as they clarify; with traditional polls plotting the changing [or not] fortunes of the major parties sitting uneasily alongside polls depicting the changing [or not] swings from Leave to Remain. Academic contributions appear similarly unable to fully explain current circumstances. Theories about the move to class dealignment and postmodern identity politics seem unable to provide sufficient explanation for the anger and apathy of deindustrialised Northern towns. In this scenario, Northampton offers an ideal example for a case study; it is a deindustrialised town, with rising immigration that voted Brexit. Yet, is it sufficient to delineate a town so crudely? Through a statistical analysis of psephological and demographic data, this paper aims to examine how the empirical actuality of Northampton is reflected in its electorate votes in order to demonstrate that much more complex picture exists.</p>

<p>Exploring the micro foundations of the Political Economy of resource conflict in Sub-Saharan Africa Joseph Bamidele</p>	<p>Studies on resource conflict have been dominated by the analyses of natural resources as an aggregate concept; leaving a gap on the relative impact of different types of natural resources. Given the fact that virtually all Sub-Sahara African countries are resource dependent, but with different conflict experiences; this study aims to take the literature forward by investigating the ways through which different resource types influence civil conflicts. Using the Standard International Trade Classification (SITC) of primary commodities, the study examines the conflict impacts of four major groups of natural resources: Agricultural Food, Agricultural Raw Materials, Mineral and Metal and Fuel or oil. The study reveals that the risk of civil conflict is five times less in agricultural raw material dependent countries compared with oil dependent counterparts. In terms of conflict frequency, on the scale from High to Low, the natural resource groups ranks as follows: Oil, Mineral and Metal, Food, and Agricultural Raw Material. The mechanisms through which different natural resources play their roles in the intractable civil conflicts in Sub-Sahara African countries were examined and plausible propositions were developed.</p>
<p>Understanding the intersectional interplay of entrepreneurial activity at the Bottom of the Economic Pyramid of/and the informal economy Eghosa Igudia, Chijioke Uba</p>	<p>The underpinning assumptions of the Bottom of the Pyramid (BoP) concept and strategy is that businesses (specifically multinational enterprises – MNEs) can make profit by selling to the poor and at the same time do “good” by lifting the poor out of poverty. Along this line, the BoP approach and strategy was framed as a call on MNEs to engage with individuals earning less than 2 dollars a day (i.e. BoP) on a win-win basis - doing good and being profitable. Over the years, there has been a significant and rapid evolution of the concept, with continuous debates about BoP approaches and definitions in the literature. However, there is still a lack of clarity by researchers on the definition and nature of the BoP segment being studied. This has resulted in researchers focusing on different BoP populations and settings without clear articulation of context-specific variations. More specifically, evidence from recent studies highlight many BoP initiatives that are actually initiated by small and local businesses. This contrasts with the foundational BoP assumption on the role of MNEs in alleviating poverty via activities that are financially profitable. Also, it highlights the</p>

	<p>important role that may be played by indigenous BoP entrepreneurs in poverty alleviation in their BoP populations. The current study contributes to BoP research by exploring the nature of indigenous enterprise at the BoP within the specific Nigerian informal economy context, providing a new dimension to understanding and applying the BoP concept. Specifically, we conceptualize the BoP as an economic space within the informal economy negotiated by indigenous entrepreneurs in their quest to enhance self-subsistence as well as contribute to their immediate society, and explore the nature of entrepreneurship within the BoP and non-BoP dimensions of the informal economy. The research consisted of street-by street survey and spatial random sampling of indigenous entrepreneurs in the Nigerian informal economy. Analysis of the data highlights the unique characteristics of BoP and Non-BoP entrepreneurs and the mediating role of demographics and perceptions of self/others in entrepreneurship in the informal sector (for BoP entrepreneurs and non-BoP entrepreneurs).</p>
<p>Encounters and challenges of undertaking field work overseas Dora Yeboah</p>	<p>A brief analysis of the hospitality literature points the need to undertake research overseas, especially studies related to value co-creation drivers within the context of developing countries, to broaden our understanding of co-creation practice and to further develop co-creation theory. Studies frequently occur within natural settings where employees and guests (actors) carry out a range of roles which may impact upon the research processes related to accessing and collecting data.</p> <p>Approach - This paper uses a case study to explore some of the day-to-day challenges encountered by the researcher towards gaining access to the research field, gatekeepers and participants from overseas. Purposive sampling was adopted to select 3 to 5-stars hotels, participants (Directors, supervisors, front desk and guests aged 18+, whether on business or leisure and gender representative from within the greater Accra region of Ghana. Reflective data were collected in a field research diary.</p> <p>Aims and Objective - This paper aims to provide reflections of a research examining drivers of actor's participation in value co-creation in a hotel setting, using a dyadic approach, to enhance our understanding of some encounters and challenges involved in field work overseas.</p>

Accessing the research field, negotiating with gatekeepers and potential participants within the industry to gain entry and participation was challenging. Other technical challenges such as the mal-functioning of the recorder, accessing the University's central data repository for appropriate data storage, sending large-sized audio and video recordings for supervisor's feedback, background noise etc. Sharing these experiences would also not be complete without touching on participants' health and environmental related challenges.

The identification and understanding of participants perception about the researcher to be able to make the research topic, objective and the researchers' position explicit was not easy, considering the different participants involved. As well, developing trust and partnership with participants was very challenging. The data collection process had to be flexible, requires quick establishment of rapport to increase participants responsiveness to the research method for effective data collection. Negotiating and developing rapport can sometimes place participants in vulnerable positions. Devising appropriate and ethical research mechanisms to enhance the trustworthiness of the data was difficult.

**Future
Focused.**

**Social
Impact.**

Thursday 21st June

Session 5A: Future Focussed

10.45-11.45 MR57

Paper title and presenter(s)	Abstract
<p data-bbox="203 515 781 627">Capturing and transacting 'value for students' in the Digital University: the Blockchain Educational Passport</p> <p data-bbox="203 635 781 699">Cristina Devecchi, Ali Al-Sherbaz, Scott Turner, Olinga Taeed, Nick Petford</p>	<p data-bbox="804 515 2004 946">A combination of economic, social and political factors, have impacted on universities' core activities, their mission, identity and relationship with students, staff and stakeholders. The expectation is that universities should operate in a Triple Helix system of knowledge production characterized by dynamic trans-disciplinary links between academia, government and industry (Etzkowitz, et al, 2000), reiterated in a number of recent UK policies culminating in the Higher Education Research Act 2017 and the creation of the Office for Students as a regulatory body focusing on 'value for money', while also having social and civic impact (Goddard and Vallance, 2011). Cast between achieving 'value for money' as cost efficiency and 'value for students' and society, universities in the UK and Europe are struggling to achieve at times contradictory goals.</p> <p data-bbox="804 959 2004 1066">It is therefore in the interest of learners, universities and employers to have a reliable, permanent and yet flexible way to acknowledge learning achievements and their impact.</p> <p data-bbox="804 1078 2004 1342">In addressing the need for a new and more nuanced accountability system, this paper draws from the Whitepaper 5.0 Blockchain Educational Passport: the Decentralised Learning Ledger (DLL) to suggest ways in which universities, employers and learners can gain from each other's contribution. By using Blockchain as an immutable ledger of learning gains, the whitepaper contributes to the University of Northampton's Future Focussed revised strategic goal of 'working closely with technology industry leaders ... [to] implement innovative sector leading solutions' (UoN, 2017).</p>

	<p>It is envisaged that Blockchain technology together with personalised smart contracts can be used to create secure permission and permission-less accounting for learning transactions to be captured in the Educational Passport. The Passport will record, as Grech et al (2017) auspicate: digital certificates as proof of both formal and informal learning gains reflecting the achievements of individual learners, while also providing evidence of the university's impact and reach.</p> <p>The paper will conclude by highlighting a number of challenges and it will outline the next steps towards the establishment of a research centre.</p>
<p>The impact of the Waterside Campus development on bird diversity and abundance - a seven-year study Jeff Ollerton</p>	<p>All human activities can potentially have an impact on the biodiversity of the local environment in which they occur. That impact can be positive or negative, depending upon how the activity is managed, how impact is mitigated, and the metrics that we use to measure the effects that are occurring. This is particularly true of large infrastructure developments such as big buildings, housing developments, roads, and, a category close to home for the University of Northampton at the moment, new university campuses.</p> <p>What effect will the University's new Waterside Campus have on the wildlife in and around this peri-urban site, given that it's in the middle of the Nene Valley Nature Improvement Area and very close to internationally important sites for bird conservation?</p> <p>Initial baseline surveys of the ecology of the Waterside site were done by ecological consultants in 2012-13, prior to any building work taking place. Annual follow-up surveys of winter and spring bird diversity have been carried out by staff and students in the Faculty of Arts, Science and Technology. These are being used to assess the effects of construction activities and habitat creation on the wildlife in and around the campus and the River Nene.</p> <p>The data from the first seven years of surveying will be presented, showing how the development initially had a negative effect on bird species richness and abundance, but that this effect has reduced over time as work nears completion.</p> <p>Long-term monitoring of this kind is almost never undertaken for infrastructure</p>

	<p>projects of this nature. Universities and colleges, we would argue, need to take a lead in promoting such activities and making them a common component of the planning process.</p>
<p>Marketing to the digital extended self; exploring the impact of Brand Engagement in Self-Concept (BESC) on branded digital possessions Samantha Read</p>	<p>The purpose of this presentation is to position research in to branded digital possessions and the extended self within an appropriate research design. The paper seeks to acknowledge the aims and challenges of each proposed research method in accordance with the researcher's interpretivist philosophy, research objectives and review of the literature. The exploratory study takes a multiphase mixed methods approach, involving quantitative data collection via a questionnaire design, digital ethnographic research and semi-structured interviews involving qualitative data collection. The first phase of the study applies Aaker's brand personality inventory (1997) and Sprott, Czellar and Spangenberg's (2009) BESC scale to the extended Expectation Confirmation Model (ECM). A quantitative self-report questionnaire will be used to measure consumer perspectives of their ideal self and actual self, as well as the perceived brand personalities of their favourite branded Smartphone applications, and anticipated brand engagement. Situated within a constructivist paradigm, the second phase of the study will contribute to testing the hypothesis outlined within Phase 1. By observing usage patterns through a longitudinal design, direct observation can be measured in relation to usage behaviour beyond relying on the self-reports of Phase 1. Phase 3 involves the collection of qualitative data, to be obtained at the end of Phase 2, in order to gain a deeper understanding of the way in which the participants extract meaning from their branded digital possessions. Applying a convergent parallel mixed methods approach, the quantitative and qualitative data from Phases 1-3 will be analysed separately and then compared to ascertain whether the results confirm or disconfirm each other, in accordance with the research objectives. Expected outcomes include substantial contribution to the emergent area of BESC, and to the field of digital ethnography. Managerial recommendations will be made for the application of branded digital possessions as an extension of the (digital) self.</p>

<p>Creating impact: a reflection Vicki Thomas</p>	<p>Creating impact from your research was something new in the last audit of Research at Universities: the Research Excellence Framework. About this stage in the run up to the audit we were asked to propose possible case studies. Friedemann Schaber and I jointly proposed the Product Design Team's Knowledge Transfer Partnership Projects with local charities and toy firms. The Product Design case study was submitted alongside another about drawing based on research in the Fine Art Department. The impact case studies were very well received and were awarded a 4*, amongst other grades for both studies. The process is not clear. The results are now published on-line for all to see. This paper explores some of the work behind the Product part of the submission and the methods used to demonstrate the impact of our work outside the University. It is a personal reflection drafted to share the experience with peers both here and at other Universities. I hope it will encourage others to think about how they could create impact from their academic work and research.</p>
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Session 5B: Future Focussed

10.45-11.45 MR5

Paper title and presenter(s)	Abstract
<p>Preliminary findings from IPA study of spirituality in epilepsy Louise King</p>	<p>My research is concerned with the relationship between spiritual experiences and epilepsy from the perspective of those who have them. I am concerned with individuals who have spiritual experiences, attribute them to their epilepsy, and what this means in their lives.</p> <p>Known and recorded since the Babylonians, individuals with epilepsy have been seen to be subjected to the influence either of demons or gods. In modernity, religiosity and spirituality, specifically in Temporal Lobe Epilepsy TLE, are extensively discussed in medical contexts and are the realm of psychiatry and neurology.</p> <p>The experience of those with epilepsy has been largely ignored, with medical professionals attributing their spiritual and religious experiences to delusional or hallucinatory events, regarding them as a form of ictal (epilepsy related) psychosis with its causation lying in biological symptomatology. Instead, I use the lens of</p>

	<p>phenomenology, engaging with lived experience from a non-medicalised perspective. Interpretative Phenomenological Analysis (IPA) was employed to explore participant descriptions of these highly personal experiences. Focus was placed on exploring the phenomenological aspects of the experiences and the meaning that they have for experiments. 8 participants were interviewed using face-to face, semi-structured interviews, designed using IPA techniques. Interviews lasted between 74 and 136 minutes. This presentation of preliminary findings discusses the first two participants, considering them individually, and together. The analysis included consideration of a double hermeneutic, which integrated the reflexive, interpretative stance of the researcher into the overall consideration of participants' description of their experiences.</p> <p>Emergent themes include: stigma, overcoming illness and anomalous experiences. The prudence of the medical model's reductive understanding of these experiences is questioned. Findings indicate that the wellbeing of participants was enhanced by the meaning that their spiritual experiences offer, and are not shared with medical professionals for fear of being pathologized.</p>
<p>Exploring the demand-side of street vending in an emerging African market economy Eghosa Igudia</p>	<p>Globally, street vending has been a common feature of the urban centre for several decades, with a relatively high proportion of developing countries' population depending on it for employment, income or survival. Taking a supply-side approach, many studies have shown that urban planners' response to street vending has followed the modernism/neoliberal views. We argue in this paper that the time has come for researchers to devote some time to the demand-side of street vending, which to date has received little attention from the academic community. Employing data from Lagos state Nigeria, we report four theories that explain the demand-side of street vending in this paper. Further analysis shows that individuals' marital status, level of education and perception about street vendors determine these theories. These findings highlight the need for urban planners do away with suboptimal policy of banning or repressing street vendors in full embrace of pragmatic policies that simultaneously address these demand-side drivers of street vending and use of urban space.</p>

Evaluating the effects of Whole Body Cryotherapy treatment for sports recovery: pilot findings

Adnan Haq

Whole Body Cryotherapy (WBC) treatment involves exposure to extremely cold air (<-100°C) for a short period of time. It is an evolving method of promoting recovery from exercise training. Whilst several benefits have been reported (e.g. reduced soreness and inflammation, faster recovery, enhanced mobility, sleep etc.), four research questions have been identified and are to be addressed in three comprehensive studies.

- The impact of age and body fat content on the response to WBC treatment for post-exercise recovery will be explored.
 - It will be determined whether the timing of cryotherapy treatment affects the response – i.e. at what stage of recovery from exercise can WBC still confer benefits.
 - To determine whether WBC is a superior recovery treatment in comparison to the more commonly adopted practice of cold water immersions.
 - Finally, an extensive study will be arranged that aims to investigate whether long term and repetitive treatments of WBC can detriment chronic adaptations to training.
- Since the application of WBC in the repair of exercise-inducing muscle damage (EIMD) is a prominent focus in this body of work, a series of pilot studies were conducted to ensure the reliability and validity of muscle damage assessments. Notably, an appropriate downhill running protocol to utilise in the main studies was determined due to its ability to create a significant decrease in muscle torque. Furthermore, a high within-subject reliability of muscle torque assessments was established. It was concluded that only one familiarisation session for muscle torque per participant will be necessary before undergoing the exercise and cryotherapy procedures. Blood markers were also assessed and enabled clarification of the main protocol practices for the ensuing studies. Utilising the Chris Moody Rehabilitation Centre at Moulton, it is anticipated that the outcome of the three proposed studies will inform optimum practices for WBC treatment, as well as validating the potential benefits and clarifying its potential as a recovery method to facilitate sports performance.

Advertising: a content analysis of the perceptions of Millennials

The advertising landscape has changed considerably during the past two decades with digital communication becoming increasingly dominant. These changes in technology

Sally Laurie, Kathleen Mortimer

have challenged our understanding of what the word “Advertising” actually means. This clarity of meaning is important to ensure that there is a common understanding and a common language across academics, practitioners and consumers. Research in this area has examined the views of advertising academics and practitioners, but there is presently a lack of research into what Millennials think. Their view is important as this segment of society has grown up in this digital environment and is now the largest generation with considerable purchasing power. This paper addresses this issue by examining what the word “Advertising” means to Millennials living in the UK and US, two of the most advanced countries in terms of digital advertising.

The paper firstly examines recent attempts at defining Advertising from a practitioner and academic perspective and then discusses why the views of Millennials are important. The results from a content analysis of qualitative data generated from both the US and UK is presented, to firstly provide an overall picture of Millennials’ understanding of Advertising and secondly to examine whether there are any important differences between the two countries. These findings are then compared with definitions found in the literature to establish how the perceptions of Millennials compare with industry and academics to assist in moving forward in establishing common ground.

The results indicate that overall, Millennials use the term Advertising in a generic way, seeing it as Companies promoting a product or service to people through media. They perceive Advertising to be more sales orientated and company-based than other recent definitions. However, there are also some differences between the definitions for the two countries, with the UK definition being more about informing and the US definition being linked to persuasion. These findings are compared with recent definitions of Advertising that have been suggested and the implications of the findings are discussed.

Session 6: Future Focussed

2.30pm-3.30pm MR57: Chair

Paper title and presenter(s)	Abstract
<p data-bbox="203 240 465 272">Are you satisfied?</p> <p data-bbox="203 280 367 308">Grant Timms</p>	<p data-bbox="804 240 1973 352">Much research has been conducted around customer satisfaction. It often appears to be the “holy grail” of organisational success. Yet satisfaction remains elusive. Its links with loyalty are nuanced and complex.</p> <p data-bbox="804 360 1989 799">In the world of Higher Education management demands for improved student satisfaction ring out loud and clear, but how can we adequately track it let alone establish strategies to improve it? In 2003 Frederick Reicheld (Bain and Company) developed a tool for assessing customer satisfaction levels based on one simple question. This question has been used by banks, FMCG companies, service organisations etc the globe to monitor and benchmark levels of satisfaction. “How likely are you to recommend this product or service to your friends?” the answer is captured on a simple scale from 0-10. A calculation is then derived to form a “Net Promoter Score” where the % of detractors is deducted from the % of promoters. Brands in the same industry can then be compared or organisations over time to establish whether customer satisfaction is rising or falling.</p> <p data-bbox="804 807 1989 1153">Imagine if applied to HE the University of Northampton could establish a NPS for each of its major programmes and establish a “student satisfaction index.” What’s more longitudinally, you could see which programmes were improving in terms of student satisfaction and which were not. Both the above would provide opportunities for best practice and positive intervention. Data was collected in November 2017 from 41 students in a pilot exercise from 3 programmes in FBL asking these final year students. “How likely are you to recommend your course to a fellow student?” I am hopeful that this information may offer clues in regard to current levels of student satisfaction and links to the National Student Survey.</p>
<p data-bbox="203 1166 779 1278">Impacts of financial development on economic growth in the context of East Asian and Pacific countries</p> <p data-bbox="203 1286 510 1313">Xuan Minh Thuy Nguyen</p>	<p data-bbox="804 1166 1989 1358">With the progress in endogenous growth theory and the improvement in econometric research on economic development, there have been many studies on the correlation between financial intermediation and economic growth. However, the ideas of how financial intermediation affects economic growth are relatively separated. On one hand, the contribution of financial development to economic growth is argued to be</p>

	<p>over exaggerated (Lucas, 1988) financial development has no impacts on GDP per capita (Dornbusch and Reynoso, 1989). On the other hand, a wide group of researchers provide evidences that finance even acts as one of the leading indicator for economic growth (Goldsmith, Beck et al.; Levine et al, 2000). Moreover, the level of impacts of financial development on economic growth differs among countries that are experiencing various stages of economic growth. The aim of this study is to identify and determine the channels through which development in financial system is seen to influence economic growth in general and East Asian and Pacific countries in particular. To reach this aim, the study develops an endogenous growth model to examine the finance-growth nexus from a macro-economic approach. Following World Bank Global Financial Development conceptual framework, the study measures financial development in terms of financial depth, financial efficiency and financial stability and economic growth regarding to Gross Domestic Products per capita (GDP per capita). Using co-integration techniques for non-stationary panel data, the results of the study provide more empirical evidence supporting the finance-growth nexus through improving capital accumulation (financial depth), efficient distribution of capital (financial efficiency) and providing tools to manage risks and ensure the stable development of the financial system (financial stability).</p>
<p>Recent Oarfish (Regalecus) sightings primarily occur in the region of tectonic plate boundaries Rachel Grant</p>	<p>The oarfish (Regalecus spp. Teleostei, lampridiformes) is a deep sea fish primarily found from 100-1000m. Although the distribution is wide, samples are rarely found. Most sightings occur when oarfish strand on coastal beaches. There is bias in reporting of oarfish sightings with most sightings (prior to the age of the internet) being reported near to sites of news media and in the English Language (USA, Australia, South Africa, Japan). More recently, sightings have been reported in a wider variety of locations. Traditionally oarfish have been known as earthquake fish in Japanese indigenous folklore, as they are thought to be sighted before earthquakes. While this association is unproven, data analysed from 1995 onwards show that sightings do occur (more often than would be expected by chance) close to tectonic plate boundaries. Methods: A list of oarfish sightings from 1995 to the present was obtained from various sources</p>

	<p>including Roberts (2012) and systematic searches of Google and Google Scholar. For each sighting a geographic coordinate was obtained, co-ordinates were plotted using ARCGIS with an oceanographic base layer and a tectonic boundary layer. Using the measurement tool distances from plate boundaries were measured from each sighting. Thirty random coastal coordinates were used as a control and to generate expected distributions, controlling for the fact that random coastal coordinates do not fall equally into each category but tend to be nearer to boundary regions. The control variables were used to provide ratios for expected chi squared frequencies. 108 oarfish sightings were analysed and the analysis is ongoing as more fish sightings are found.</p> <p>Results: Preliminary analysis suggests oarfish sightings occur more frequently within 430km of a plate boundary with 65% of sightings occurring within this range and the remaining 35% spread from 430 to 2580 km from plate boundaries. Chi Sq =74.2, DF=5, p<0.001</p> <p>Discussion: The reason for oarfish sighting's association with plate boundary areas is unclear but could be due to several effects.</p> <ol style="list-style-type: none"> 1. Artefact due to more press reporting of sightings in seismic risk areas 2. Oceanographic factors related to plate boundaries, such as the presence of deep ocean trenches or ridges 3. Activity in the boundary area such as gasses and charged particles released from faults causing fish to seek shallow water <p>The association of oarfish sightings with tectonic boundary areas could have given rise to the legend that oarfish are predictors of earthquakes. Further work will attempt to model oarfish sightings to ascertain their utility in short-term EQ predictions. This is currently unknown. In addition to plate boundary regions oarfish are also commonly sighted in Australia and Florida so it is clear that plate boundaries are not the only factor influencing their distribution.</p>
<p>A survey of Application Mapping Techniques for Many-Core Chip Design</p>	<p>Power optimisation techniques have become the primary focus of computing due to excessive leakage power consumption. This causes thermal issues in many-core</p>

Emmanuel Ofori-Attah	technologies which cannot be controlled. Therefore, to meet the power budget, several factors must be considered in future many-core chip design. Consequently, application mapping represents one factor which, if appropriately harnessed, can improve the power budget as well as performance. However, existing application mapping techniques either map applications too contiguously which affects the temperature of the chip leading to chip damage or non-contiguously which increases the communication latency. Moreover, to strike a balance between performance and temperature, several efforts have been made. This paper presents a survey of recent contribution of application mapping techniques which can reduce the temperature of the chip.
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Session 7: Future Focussed

3.45pm-4.30pm MR57

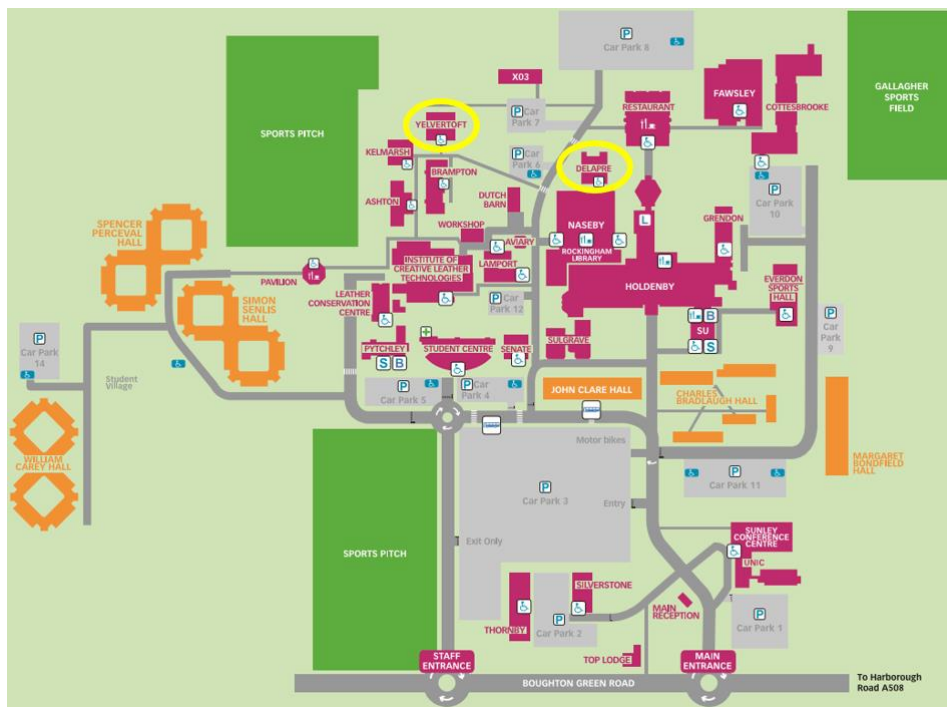
Paper title and presenter(s)	Abstract
<p>A revision to European Building Code EN1991 for Static and Dynamic Roof Loading by Volcanic Ash-Case studies of Italy and Iceland Philip Quainoo</p>	<p>Lava and rock destruction produced by explosive volcanoes generates material called Lapilli or tephra. This airfall deposit, that includes volcanic ash, has a particle size range from 2 to 64 mm and is known to cause extensive damage to buildings in the blast zone. European building regulations and standards cover the effect of climatic characteristics on buildings including the snow loads on roofs; however, the volcanic ash effect is not widely covered. This study aims to explore the effects of both static and dynamic loading of volcanic ash on buildings' skins and roofs and will focus on structures in two volcanic prone areas in Europe: Italy and Iceland. The study aims at minimising the effects of volcanic ash activities that might impact buildings' roofs by proposing a revision of the building regulations with the objective of making existing and the future European buildings more resilient. The research follows a multi-method approach. Numerical modelling is deployed to interrogate the volcanic ash effects within the current EN1991 code. For meaningful and more reliable outcomes,</p>

	<p>simulation models (e.g. Comsol Multiphysics) will be developed to denote the urban layer in these prone areas. The inputs of the urban layer are numerous: building scale, roof space, roof technical specifications and roof angle (pitch). We anticipate combining scaled laboratory experiments where possible to calibrate the numerical results. The research will generate a revised version of the code that will benefit policy makers and building regulators and improve safety standards.</p>
<p>Are Men from Mars, Women from Venus or are we on the same planet? Are barriers to growth for Lifestyle business, gender related? Jane Partridge</p>	<p>In Northamptonshire, 10% of businesses are 'lifestyle business'; the majority of which abstain from engaging in growth. This paper establishes the motivations for engaging in lifestyle businesses and the reasons for non-expansion. The paper also establishes whether barriers to growth are similar for male and female lifestyle business owners. The importance of the research is to establish the reasons for the lack of growth, to establish whether there are potential gender related hurdles. This would provide choices to enable changes to be made to facilitate increased economic growth and job creation.</p> <p>The methodology was based on semi structured interviews with male and female lifestyle business owners providing HR consultancy services in the Northamptonshire area.</p> <p>The research identified that the main reason for engaging in a lifestyle business was dissatisfaction with a current job. However, the reasons for the dissatisfaction differed between genders. Women participants were predominately dissatisfied, due to not making a difference at work. Whereas, male participants were dissatisfied, due to lack of personal recognition and the driver of 'making it on their own'. The research identified the main reasons for the lack of business growth was due to self-imposed restrictions, as opposed to external factors. Some of these factors were linked to gender. Mainly, there was gender differentiation between the approaches of 'going the extra mile', delegation and networking. All genders were achievement oriented. Although the perception of what was considered an achievement differed between the</p>

	<p>genders. There were links between the motivations for commencing the lifestyle business and the growth strategy.</p>
<p>International Arms Trade Legislation: Filling the (bullet) holes Simon Sneddon, Helen Poole</p>	<p>This paper focuses on four key international legal instruments that control the arms trade: The 1997 OAS Inter-American Convention Against the Illicit Manufacturing of and Trafficking in Firearms, Ammunition, Explosives, and Other Related Materials; the 2005 Firearms Protocol to the UN Convention on Transnational Organised Crime; the 2008 EU Common Position on Arms Export Control; and the 2013 UN Arms Trade Treaty. The context within which these legislative measures, and this paper, are located is the growth in illicit transfer of Small Arms and Light Weapons (SALW) across international borders and between conflict zones, and the resultant political instability, human suffering and criminal activity which is a result.</p> <p>The paper takes a doctrinal approach to the research, and will identify the loopholes which exist in the legislative measures and, as a result, suggest ways of reducing the size of the loopholes.</p> <p>By identification of gaps in legislative coverage, and discussion of previous research into patterns of SALW trafficking, patterns of movement can be identified, and possible witting or unwitting state involvement can be posited. For example, as the EU-funded Project FIRE reported “Most illicit firearms stem from licit production and have subsequently been diverted to the illicit market... during transportation, by leakage from factories or surplus stocks, theft from stockpiles, dealers, or individual owners, or converted to illicit firearms’ (Savona and Manusco, 2017: 14). An earlier EU project, EFFECT, reported that that the Italian Mafioso had moved from being the recipients of illegally trafficked firearms, towards becoming a supplier to other organised crime groups internationally (Bowen and Poole, 2016).</p> <p>Since three of the four international legal instruments focus wholly on licit weapons transfers, and yet it is clear that most illicit weapons were once licit, this gap in coverage is argued to be the largest legislative lacuna.</p>

Campus maps

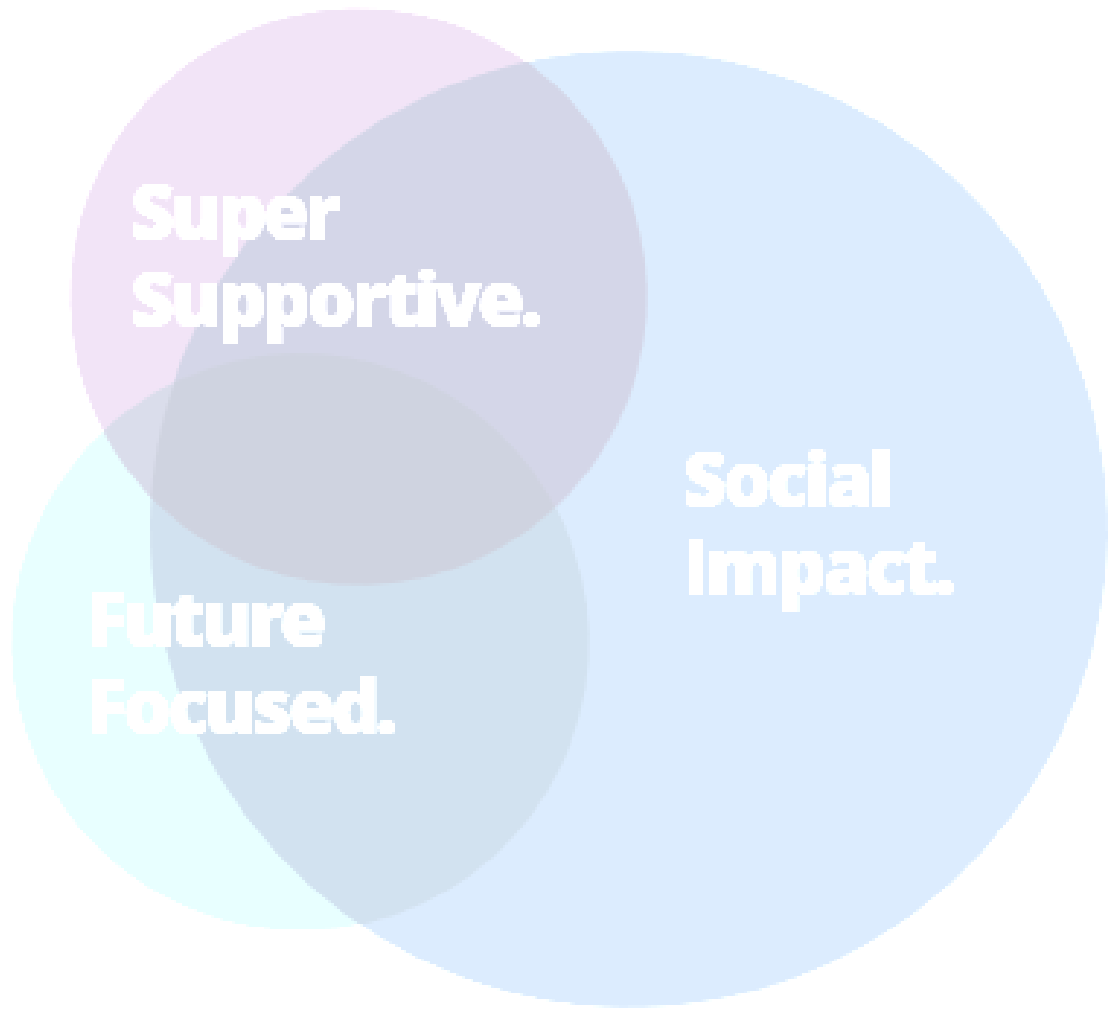
Park Campus (Wednesday 20th June)



Avenue Campus (Thursday 21st June)



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Research conference 2019.



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