

**University of Plymouth**  
**Faculty of Social Science & Business**  
**Postgraduate Symposium, 2nd-3rd March 2007**

**Friday 2<sup>nd</sup> March – Tamar, Babbage Building, University of Plymouth**

<b>3.30 – 4.00</b>	<b>Registration</b>
<b>4.00 – 4.15</b>	<b>Welcome to the symposium (plenary)</b> Dr Joan Chandler, Dean of the Faculty
<b>4.15 – 6.00</b>	<b>The PhD Process – Negotiating the rocky road successfully</b> <i>Facilitator:</i> Dr Adrian Barton
4.15 – 4.35	Sex, Drugs & Rock & Roll – top tips on how to pursue these (or any other) research interests. Dr Rachel Torr, School of Law & Social Science
4.35 – 4.55	Surviving the Viva - preparation and techniques that aid the experience. Dr Valerie Woodward, School of Nursing & Community Studies
4.55 – 5.15	Career Strategies and Options Within and Beyond HE. Dr Adrian Barton, School of Law & Social Science
5.15 – 6.00	Q&A Panel
<b>6.00</b>	<b>Buffet</b>

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**Saturday 3<sup>rd</sup> March – Babbage Building, University of Plymouth**

9.30 – 10.00	Registration and coffee (Tamar)
<b>10.00 – 12.30</b>	<b>Morning session, part 1</b> (Tamar, Plym, or Hamoaze)
10.50 – 11.15	Coffee
<b>11.15 - 12.30</b>	<b>Morning session, part 2</b> (Tamar, Plym, or Hamoaze)
12.30 – 1.30	Lunch
<b>1.30 – 2.45</b>	<b>Afternoon session</b> (Tamar, Plym, or Hamoaze)
2.45 – 3.15	Tea
<b>3.15 – 3.30</b>	<b>Award of prizes for presentations</b> (Tamar) Professor Mick Fuller, Head of Graduate School
<b>3.30</b>	<b>Close</b>

## **Stream 1 - Hamoaze, Babbage Building, University of Plymouth**

### **10.00 – 12.30 International Business and Management**

*Facilitators:* Professor John Pointon and Sarah Tuck

#### **10.00 - 10.25 Hussein Abdou**

**An Evaluation of Alternative Credit Scoring Models in the Egyptian Banking Sector** This research aims to identify the currently used techniques in evaluating credit risk in Egyptian banks, then to evaluate these techniques and to investigate the ability of neural nets, as well as conventional techniques, as credit scoring statistical tools. Results so far have revealed that neural nets give better average correct classification rates than the other traditional techniques.

#### **10.25 - 10.50 Rossanna Guttilla**

**HRM policies and practices in a Finnish MNC operating in Italy: How has the global/local dilemma been handled?** This paper is part of a project aiming at analysing how MNCs -originating from Countries 'classed' as culturally and institutionally very dissimilar or very similar to Italy (Ronen and Shenkar, 1985; Hofstede, 1980; Laurent, 1986; Trompenaars and Hampden Turner, 1997; Due et al., 1991; Filella, 1991) – are handling the global/local dilemma in their use of HR policies and practices in Italy. Here we will look at a MNC headquartered in Finland.

### **10.50 - 11.15 Coffee**

#### **11.15 - 11.40 Rumbi Mukono**

**An empirical evaluation of the effectiveness and efficiency of the optimal control theory model for dividend determination on the NYSE Banking corporations .** This research investigates the impact of the control-theory-model. Application of the regression analysis established that the model:

- Is suitable for some banks
- Is suitable for banks with higher-leverage, higher dividend-yield, greater return-on-capital invested.
- Greater actual dividend than predicted results for banks with low gearing, high return-on-equity.

#### **11.40 - 12.05 Ravi Saxena**

**Role of Technology in Retail Supply Chain Management.** Retailers continuously strive for improving their supply chain performance in order to maintain competitive advantage. Technologies like Electronic Data Interchange (EDI), Electronic Point of Sales (EPOS), Radio Frequency Identification (RFID) coordinated with Vendor Managed Inventory (VMI) and Joint Managed Inventory (JMI) can reduce inventory and produce real time data which can be shared with the channel partners.

#### **12.05 - 12.30 Parul Goahit**

**Trade Related Intellectual Property Rights and Indian Pharmaceutical Industry** This paper discusses the profile of Indian Pharmaceutical Industry and analyses its response to the implementation of Trade Related Intellectual Property Rights (TRIPS) agreement in terms of strategy choices.

### **12.30 - 1.30 Lunch**

### **1.30 – 2.45 Economic Development**

*Facilitator:* Dr Lynne Butel

#### **1.30 – 1.55 Sally Murrall**

**Policy learning as a Driver of Policy Change within the Renewable Energy Sector** UK and EU policy initiatives designed to stimulate growth and several decades of policy-making experience have still led to the current renewables policy package not reaching objectives. Current policy has been criticised for having failed to 'learn' from previous mistakes. UK Renewables policy will be used as a case study to examine the processes of policy learning as a driver of policy change.

1.55 – 2.20

**Sarah Tuck**

**An Ecological Theory of Small Port Competition** Semi-structured interviews were conducted with stakeholders in small ports in the Southwest region of England. Using grounded theory methodology, a new “ecological theory of port competition” was generated. This claims that a port succeeds because it is adapted to a market niche within which it enjoys a unique competitive advantage.

2.20 – 2.45

**Veit Bachmann**

**Conceptualising the EU as a Potential “Development Superpower”** This research explores how the European Union as a geopolitical actor operates in the field of development cooperation through an empirical study on its development policies in East Africa. Based on the character of this interaction I will examine the perceived character of the EU as a potential “development superpower”.

2.45 – 3.15

**Tea**

3.15 – 3.30

**Award of prizes for presentations (Tamar)**

## **Stream 2 - Plym, Babbage Building, University of Plymouth**

**10.00 – 12.30**                      **Urban and Rural Development**  
*Facilitator: Dr Adrian Barton*

10.00 - 10.25                      **Claire Kelly**  
**Evaluating Effectiveness: Partnerships in the Development and Management of Marine Nature-based Tourism.** This paper presents a project which seeks to investigate some of the changes in governance taking place within coastal communities through a study of partnerships involved in marine nature-based tourism. Previous work on governance and partnerships has focused almost exclusively on terrestrial environments. By contrast, this research will examine the nature, dynamics and effectiveness of partnerships in coastal areas.

10.25 - 10.50                      **Wayne McIntosh**  
**Occupants of Residential Parks in Cornwall Suffer Higher Levels of Crime.** Residential caravan parks and park home dwellers have been sidelined by criminology researchers despite their vulnerability to crime. Following the research, this presentation will explore the experience and fear of crime identified. It is suggested that crime rates will soar if residential parks are transformed to accommodate social housing needs.

**10.50 - 11.15**                      **Coffee**

11.15 - 11.40                      **Jennie Winter**  
**Teenagers, Lifestyles and Environment** The continuing emphasis on public participation in achieving sustainability demands new and innovative approaches to understanding how different groups negotiate environmentally significant behaviours. One emerging possibility proposes the concept of 'sustainable lifestyles' as a way to encapsulate more socially nuanced understandings. This paper explores this concept by applying it to empirical research undertaken with teenagers.

11.40 – 12.05                      **Osbourne Glover**  
**Beyond Black and White: Re-thinking the Colour Divide in Evaluating Urban Regeneration Programmes** Using the findings of my research based on realistic evaluation. This presentation will attempt to argue how dominant cultures of public and private sector bodies have in influencing the value of others, in order to avoid conflict from ready-made prejudices by the inclusion and participation of Black residents.

12.05 – 12.30                      **Daba Chowdhury**  
**Knowledge Transfer between Turkey's Small to Medium-Sized Enterprises (SMEs): A network approach.** This research paper explores the development of SMEs in Turkey. Turkey lies in a unique geographical and cultural position between Asia and Europe where knowledge transfer between the two continents might reasonably be assumed to be channelled. However; evidence suggests that SMEs in Turkey may be failing to take the advantage of this situation.

**12.30 - 1.30**                      **Lunch**

**1.30 – 2.45**                      **Power and Empowerment**  
*Facilitator: Professor Alan Petersen*

1.30 – 1.55                      **Mark Harron**  
**Racially Aggravated Recruitment** As police forces struggle to attain anything near to the official targets as to gender, race and ethnicity profiles, the rhetoric of 'policing diversity' and 'organisational reform' do little, if anything, to address community engagement and the growing problems of community separation. This paper looks at the figures and organisations.

1.55 – 2.20

**Karen Treasure**

**Power and Empowerment in Development Studies: Conceptualising Connections and Disassociations.** Powerful structures and agents dominate the development industry, while a key objective of policy is the empowerment of marginalised peoples'. This paper argues that redressing the power balance between these diverse actors is the function of development, and thus demands scrutiny of the relationship between the concepts of power and empowerment and the manner of their application.

2.20 – 2.45

**Heidi Cottam.**

**Sequential modelling of transitional changes in Central and Eastern European maritime transport** Since the collapse of the Soviet economy, shipping corporations have not been able to rely on an established transition model in their process of conversion into profitable entities. This paper focuses on the formation of transition in the maritime sector through the exploration of sequential models to distinguish key areas of restructuring and the relationship of structural changes to the liner shipping industries.

2.45 – 3.15

**Tea**

3.15 – 3.30

**Award of prizes for presentations (Tamar)**

### **Stream 3 - Tamar, Babbage Building, University of Plymouth**

#### **10.00 – 12.30            Qualitative & Quantitative Research Methods 1**

*Facilitator: Professor Malcolm Williams*

#### **10.00 - 10.25            Steve Parkin**

**Visual Methods within the Addictions: the Pulp Fiction-alisation of Reality TV?** This presentation provides a concise history of visual research methods within the social science disciplines. Specific reference is made to the application of such methods within the field of substance misuse in the UK. A discussion concerning the appropriateness of these methods amongst those addicted to drugs concludes the paper

#### **10.25 - 10.50            Mark Pearson**

**Evidence-Based Policy & Practice: How can research be made more relevant to practitioners and policy-makers?** Practitioners and policy-makers need to know 'what works' if they are to make decisions based upon the best evidence – but what sorts of research do they need in order to do this, and how can research be designed to best meet these requirements?

#### **10.50 - 11.15            Coffee**

#### **11.15 - 11.40            Daniel Buscombe**

**The Discrete State Markov Chain: A General Tool for Categorical Data Analysis and Modelling.** The Markov chain is a statistical data analysis and modelling technique suitable for categorical data. It is designed to analyse the transitional properties of sequences or strings. The method will be presented using examples, including: ocean waves; financial returns; and DNA sequences.

#### **11.40 - 12.05            Faye Sutton**

**Researching midwives: asking questions they don't want to answer.** Asking a professional group to tell you whether they act professionally towards a potentially vulnerable client group is difficult; will they answer truthfully? I am collecting data through the use of an anonymised attitude scale/questionnaire and semi-structured interviews. In this presentation I will reflect on these methods.

#### **12.30 - 1.30            Lunch**

#### **1.30 – 2.45            Qualitative & Quantitative Research Methods 2**

*Facilitator: Professor Malcolm Williams*

#### **1.30 – 1.55            Susie Darlow**

**Constructing heritage geographies: Mapping valued sites in Devon and Cornwall.** This study examines the richness of heritage resources in the South West and presents the case for, and the means being employed in, the construction of the region's first comprehensive, searchable database of heritage sites, designed to enable previously unavailable mapping and detailed analyses to be undertaken.

#### **1.55 – 2.20            Theresa Waight**

**Lone fatherhood: The methodological challenges of cross national analysis.** A discussion of the challenges confronted by researchers, engaged in cross-national analysis, in designing a framework, for use in evaluating the robustness of Institutional design, with regard to facilitating the creation and sustainability of lone father families within liberal welfare regimes.

#### **2.20 – 2.45            Robyn Pyne**

**Safety Culture – Safe Culture? Sociology in Industrial Research: Human Factors Research in the Maritime Industry.** It is necessary to establish suitable channels through which to communicate the findings from in-depth exploration of the sociality of work and organisation. However, social researchers seek to avoid the pitfalls of focussing solely on numbers. This paper explores the strengths and the practicalities of maintaining "thick description" through contemporary ethnography.

#### **2.45 – 3.15            Tea**

#### **3.15 – 3.30            Award of prizes for presentations (Tamar)**