



Welcome

Welcome to May's Research Newsletter. This month, we celebrate Myrtle securing another important grant from AHRC (huge congrats!!). I am glad to see colleagues working closely with our strategic partners to deliver impactful research. And many congrats to colleagues who are having their papers published. Please make sure you celebrate it properly. I am also extremely proud to see our own BA and MA students (Timea and Emma)'s work presented in international conferences with support from their supervisors (Lauren, Tina & Yakun). It must be a very proud moment. With the weather getting warmer and the conference season coming, I hope you are enjoying the great weather and networking.

Wenjie

AHRC Funding Success

Dr Myrtle Emmanuel successfully received Arts & Humanities Research Council Funding



This research project, titled **'Re-igniting Windrush Folk stories and songs to improve African-Caribbean mental health disparities in the local community of Greenwich & Lewisham'**, focuses on the African-Caribbean (A-C) community and explores the connection between folk stories, folk songs, and mental health. Folk stories and songs have traditionally been shared within the community, contributing to identity, well-being, and positive mental health. However, the experiences of different generations within the A-C community vary, with first-generation individuals having a stronger connection to their pre-migration identities and subsequent generations facing challenges in developing notions of place, identity, and citizenship, which can impact their mental health.

The study takes place in the boroughs of Greenwich and Lewisham in London, which have rapidly growing Caribbean communities. The aim is to bring together different generations of A-C people to address mental health concerns and develop culturally appropriate strategies. The research will utilize folk stories and songs as a means to discuss cultural perspectives and generational experiences, ultimately creating a mental health toolkit tailored to the community's needs. This toolkit will be valuable for health professionals and community leaders who work with A-C individuals, as they are more likely to come into contact with mental health services.

The project also acknowledges the historical patterns of structural racism and health inequalities faced by people of African-Caribbean heritage within the mental health system. Access to mental healthcare services is limited due to institutional, cultural, and socio-economic factors, and clinical psychology often takes a deficit-based approach that overlooks the impact of oppression and cultural traditions on mental health.

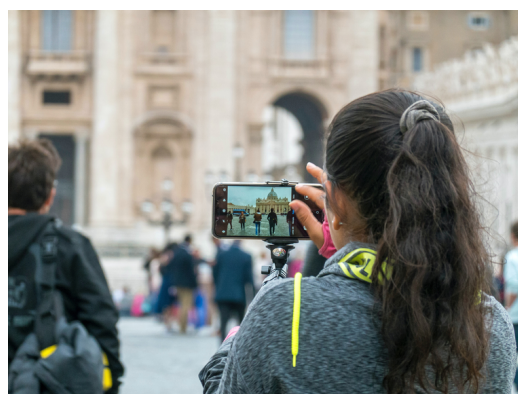
The research objectives include establishing an intergenerational network of experts from various fields to address mental health inequalities, creating a mental health toolkit for community-based leaders and practitioners, and documenting the process through film to disseminate the learnings from the project. Key partner organisations involved in the research include Everyone's a Singer, Partisan, and Caribbean Social Forum, emphasizing the collaborative nature of the project.



Dr Lauren Siegel delivered a keynote on her behavioural research at an event focused on ethical travel photography and social media held by the Royal Photographic Society in partnership with the University of Greenwich. The event featured two presentations and a successive panel discussion from experts in various disciplines and perspectives including: Dr Lauren Siegel, Sabina Trojanova, Diana Jarvis and Christopher Coe.

Lauren's keynote included findings from 11 of the most "Instagrammable" destinations around the world, including Turkey, Bali, Hong Kong, and Morocco. Lauren identified key historical moments that led popular culture towards chasing "likes" and somewhat standardized photos that exist now on various social media platforms portraying an idealized, globetrotting lifestyle devoid of any local communities or sense of place beyond the aesthetics of the photos. Lauren also identified the negative impacts that "Instagrammability" has on local communities in places not designated for tourism and thus unprepared for an influx of tourists, including increased rubbish, environmental damage, overcrowding, and more subtle socio-cultural impacts like place change and interruption of daily life. Specific circumstances in sites like Trolltunga, Norway, Hong Kong, the Faroe Islands, and Bali were described by Lauren along with some interesting strategies that municipal bodies in these places have taken to try to counteract the negative impacts by social media-driven travellers.

The aim of this focused evening was to encourage an important discussion on this phenomenon. One of the most agreed points from the panel discussion was there was much to unpack on this topic and that more information should be disseminated to wider audiences in order to make any sort of progress. The Royal Photographic Society and the University of Greenwich hope to run future events that will build on this momentum and to continue these conversations about the ethics of social media and travel photography. The recording of the event is available on the [RPS Website](#).



Launching GBS Network



Following two meetings between the PhDs representatives affiliated with **Centre for Research on Employment and Work (CREW)** and the Doctoral Society and Business Faculty's PhD representatives, to propose establishing a faculty-wide Greenwich Business School (GBS) Teams channel that serves the primary objective of developing a stable platform for PhD students to seek support from each other and help develop and maintain a positive and engaging PGR community. Last Friday, the GBS PhD Network was successfully launched. The event was funded by CREW and hosted at the Lower Deck. There were an overwhelming number of PhD students (from GBS and also other Faculties), researchers and supervisors registered and showed up for the event at the Lower Deck. Many others who could not join physically were still able to connect and watch the event via hybrid link as well as networking online. Students were able to meet, make friends, exchange their research knowledge and expand their network during the event. Many supervisors and staff were there to offer advice as well as enjoy the informal/social meeting with students. The event received praise from the attendees and is planning to host more events for PhD students in the near future.

Professor Sian Moore is one of four experts featured in an article published in the People Management Magazine discussing the current industrial relations situation in the UK. According to Sian, the recent strikes are about pay but also about more than that. Strikers talk about the degradation of their jobs, particularly people in professional jobs who feel they can't provide the services they want to, particularly in the public sector. Sian also notes that the narrative has shifted and unions are being talked about again. Some union leaders have been successful in challenging the notion that inflation is a result of increased pay. When there were higher levels of collective bargaining, inequality was much lower and there is a correlation between the two. However, there are still hostile private sector employers that are incredibly anti-union.



Race and Ethnicity - The Appropriate use of Language



On behalf of the Charlton Athletic Community Trust (CACT), on May 18th **Dr Leroi Henry and Dr Kenisha Linton** ran a workshop on Race and Ethnicity - The Appropriate use of Language. The workshop was aimed at supporting people working in football to understand the meanings and evolution of language used around race and how to apply this to their professional practice.

Informing Post-COVID Tourism Strategy

Dr Isabella Ye's recent research note "Contested tourists' border-crossing experiences" published in Annals of Tourism Research was requested by the Australian Government - Commonwealth House of Representatives, Joint Standing Committee, Foreign Affairs Defence and Trade (Inquiry into Australia's Tourism and International Education Sectors), to inform their post-covid tourism strategy.

To build on this study, Isabella is also recruiting participants to share their experiences at the border control. Please get in touch if you meet the criteria and willing to participate.



What impact devolution has had on UK workers

Professor Sian Moore and Visiting Professor Sonia McKay worked with the Trade Union Congress (TUC) to produce the study. The report, Devolution and Employment Standards, looks at devolution in the UK and its implications for employment standards. This study reviewed the different models that devolved authorities have adopted in promoting good employment standards, such as the employment charters and the Real Living Wage. They found that while there has been some success in some areas, encouraging sick pay, for example, compliance with employment charters is voluntary and devolved authorities were sometimes reluctant to place requirements or additional burdens on employers. However, there was less focus on making sure devolution responds to trade union priorities.



An example of this priority given to employers is the East Midlands combined devolution deal, which proposed a role for the private sector in the eventual governance boards but didn't offer the same role for the trade unions. The report set out 11 key recommendations that, if implemented, would ensure workers get better deal from devolution. Read the full report [here](#)



Dr Samantha Chaperon collaborated with Dr Karl Agius from the University of Malta on this study, which examines the political economy of tourism development in two Mediterranean archipelagos – the Aegadian and the Pelagian islands. Both of these archipelagos are influenced by the politics and governance arrangements of Sicily, and this research analysed local stakeholder perspectives on how this affected the development of tourism in their islands. This research used dependency theory and a core-periphery framework to investigate these issues, and provides an argument for the continuing relevance of these approaches in tourism research. The findings of the study demonstrate that the remote setting of the islands and their natural environment offer the potential for local people to exercise much greater autonomy in tourism development, because of their suitability for potentially profitable ecotourism products and services. However, the nature of tourism governance in these archipelagos, and local stakeholders perceptions of their own disempowerment in this, mean that this potential has not yet been realised.

- Agius, K., & Chaperon, S. (2023). The dependency-autonomy paradox: A core-periphery analysis of tourism development in Mediterranean archipelagos. *International Journal of Tourism Research*. <https://doi.org/10.1002/jtr.2582>

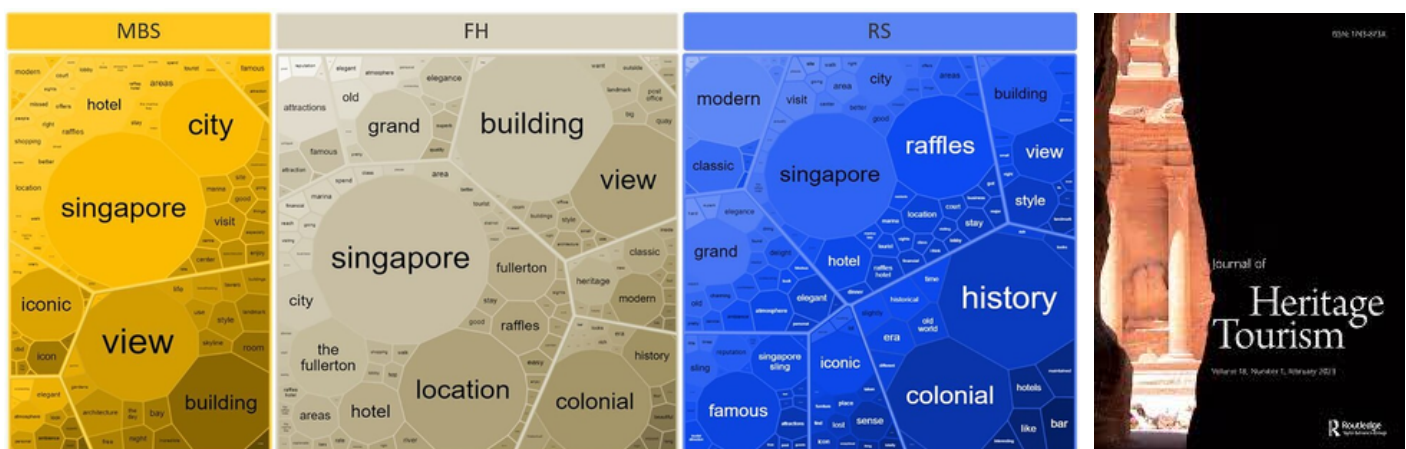
Dr Ewa Krolikowska and colleagues' recent study explores entrepreneurial marketing decision-making by women microbusiness owners during the COVID-19 pandemic. The authors conducted qualitative interviews with providers of children's activities, who migrated their services online during lockdown. The study found that their marketing decision-making changed from a causation approach to an effectuation approach during the pandemic and identified key resources leveraged in effectuation decision-making. The authors drew on Sarasvathy's (2009) five principles of effectuation and observed how these distinct principles were combined to make effective marketing decisions in the areas of: service design and delivery, pricing, and customer communications. The research also identified the increased importance of interactions within networks and membership of communities of practice on women microbusiness owners' entrepreneurial marketing decision-making during times of crisis. The work contributes to knowledge of the under-researched area of how women microbusiness owners make marketing decisions under crisis conditions.

- Bruce, H. L., Rooney, T., & Krolikowska, E. (2023). Women microbusiness owners' entrepreneurial marketing decision-making during a crisis. *Journal of Marketing Management*. <https://doi.org/10.1080/0267257x.2023.2209584>



Dr Zohre Mohammadi and colleagues discuss the impact of place making on luxury heritage hotels, using Singapore as a case study. The authors examine the position of Raffles Singapore, a luxury heritage hotel, against newer hotels such as The Fullerton Hotel Singapore and Marina Bay Sands. They analyze 454 hotel guest reviews from travel websites to understand how these hotels are perceived by tourists. The findings suggest that the dominance of a luxury heritage hotel in place making can shift over time due to new architectural developments and competition from other luxury heritage hotels. The study highlights the importance of continuous place making for luxury heritage hotels to remain relevant amid challenges. This research provides valuable insights for hospitality practitioners specializing in marketing to be aware of potential shifts arising from new competitive narratives in place making. In summary, this paper explores the dynamic relationship between place making and luxury heritage hotels, and how they can maintain their relevance in an ever-changing landscape.

- Thirumaran, K., Mohammadi, Z., Azzali, S., Eijdenberg, E. L., & Donough-Tan, G. (2023). Transformed landscapes, tourist sentiments: the place making narrative of a luxury heritage hotel in Singapore. *Journal of Heritage Tourism*, 18(2), 243-264. <https://doi.org/10.1080/1743873X.2023.2169151>



Dr Hyunsun Yoon and Dr Peter Vlachos discuss the role of cultural institutes abroad in promoting culture and engaging in cross-cultural collaborations. The study used the Korean Cultural Centre UK (KCCUK) as a case study to explore how cultural institutes engage with local partners such as venues, artists, curators, media, and audiences. The study analyzes 54 collaborative events between the KCCUK and UK partners over an eighteen-month season in 2017-18. The key findings show that "Ambiguities," "Challenges," and "Tensions" are recurring themes arising from cultural and managerial differences, and future cross-cultural collaborations need to pay extra attention to these three areas. The authors propose an A-C-T model (Ambiguities-Challenges-Tensions) highlighting these key areas that cross-cultural collaborations need to focus on. This research provides valuable insights for cultural institutes abroad and their future collaborations with local partners. In summary, this paper explores the dynamics of cross-cultural collaborations for cultural institutes abroad and provides practical insights into how they can work more efficiently with local partners by addressing ambiguities, challenges, and tensions.

A-C-T MODEL: DYNAMICS OF CROSS-CULTURAL COLLABORATIONS FOR CULTURAL INSTITUTES ABROAD

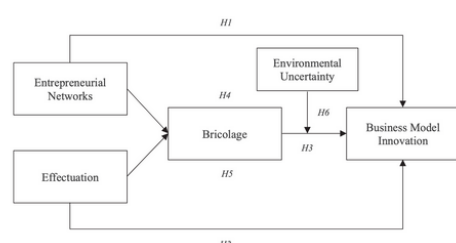


- Yoon, H. and Vlachos, P. (2023) Cultural Institutes Abroad in the 21st Century: The Case of the Korean Cultural Centre UK. *International Journal of Arts Management*, 25 (2). 79-91. [LINK](#)



Professor Alastair Morrison and colleagues developed a scale to measure hotel employee resilience during a crisis. The researchers used a mixed-method approach to conceptualize hotel employee resilience during a crisis (HERC), identify its dimensions, and build a measurement scale. The study found that HERC comprises five factors: resistance, adaptability, cooperation, restoration, and thriving. This research provides a comprehensive model of employee resilience during a crisis and a corresponding measurement scale, offering a theoretical foundation for hotel managers to develop effective strategies to manage crises. The key findings of this study are that hotel employee resilience during a crisis can be measured using a five-factor model comprising resistance, adaptability, cooperation, restoration, and thriving. This research provides hotel managers with a tool to assess their employees' resilience during crises and develop strategies to support them.

- Zhang, J., Xie, C., Morrison, A. M., and Lin, Z. (2023). Hotel employee resilience during a crisis: Conceptual and scale development. *Current Issues in Tourism*. <https://doi.org/10.1080/13683500.2023.2203854>



ISSN 1469-3500
Volume 09 Number 09 2022

European Journal
of Innovation
Management



Professor Alastair Morrison and his research team examines how start-up businesses can overcome resource constraints and uncertainty through business model innovation (BMI). The study surveyed 481 start-ups in China and found that entrepreneurial networks, effectuation, and bricolage all positively influenced BMI. Bricolage, or the act of making do with available resources, was found to play a mediating role between entrepreneurial networks, effectuation, and BMI. However, environmental uncertainty weakened the link between bricolage and BMI. The key findings of this study are that start-up businesses can use their networks, decision-making logic, and resourcefulness to innovate their business models despite facing resource constraints and uncertainty. Additionally, the study found that bricolage plays a crucial role in translating entrepreneurial networks and effectuation into BMI, but this link is weakened by environmental uncertainty. In summary, this paper discusses how start-up businesses can use their connections, decision-making strategies, and creativity to innovate their business models even when resources are limited and the environment is uncertain.

- Xu, S., He, J., Morrison, A. M., Su, X., and Zhu, R. (2023). The role of bricolage in countering resource constraints and uncertainty in start-up business model innovation. *European Journal of Innovation Management*, <https://doi.org/10.1108/EJIM-11-2022-0632>

On 26 May, **Emma Connor** presented a paper at the European Marketing Academy Conference in Odense, Denmark, co-authored by **Dr Yakun Zhang**. The conference paper was developed from Emma's Master's Dissertation, supervised by Yakun.

This research, titled 'the interaction effect of ingredient presentation and message appeal type on affective responses and willingness to buy home coffee: a moderated mediation model from the perspective of SOR theory', helps to better understand how consumers form their home-coffee buying decision and investigates the impact of ingredient presentations and message appeals on their decision-making process. This research also examines the mediating role of multi-dimensional affective responses and seeks to contribute to the literature on SOR theory. This research employed a 2 (Visual Ingredient presentation) x 2 (Message type) experimental design. Participants were recruited via social media and were randomly allocated to one of the four conditions in the Qualtrics survey. The findings of this research guide advertisers to match the ingredient visual properties and message appeal type to deliver persuasive advertising in the context of home coffee purchases.



Timea Palfi, an undergraduate student, presented her research "Exploring Motivations and Socio-cultural Impacts of Erasmus+ Students in Rijeka, Croatia" at the 7th International "Tourism in Southern and Eastern Europe Conference (ToSEE)" with the support of **Ddr. Tina Šegota**. The presentation is based on her dissertation supervised by **Dr Lauren Siegel**. The study is aimed at the popular study abroad destination of Rijeka, Croatia, and examined the shifting host/guest relationship with the local (permanent) residents of Rijeka as the hosts and the Erasmus+ students as the guests. The findings identify a positive host/guest relationship as it relates to Erasmus+ students in the city. The surveyed residents attributed desired globalisation and increased economic activity that the students brought to Rijeka, and students citing positive interactions with locals and new friendships as their happiest takeaway from their study abroad experience.

Dr Wenjie Cai was invited by Xiamen University (China) to deliver a research seminar to academic staff and research students in the school of management on his research of digital-free tourism and digital wellbeing. In this research, Wenjie talked through his research journey on digital-free tourism, covering three publications, one knowledge exchange project, and two current ongoing studies.



As part of their Fellowships at Queen Margaret University, Edinburgh and in conjunction with the Institute for Educational & Social Equity, **Dr Leroi Henry** and **Dr Kenisha Linton** have been undertaking a culture review of the university. This has involved: analysis of baseline data on demographics and staffing levels, pay gaps, grievances and disciplinarys; facilitated conversations with staff and students on belonging and inclusion; and a co-produced survey of exploring students experiences around inclusion and support at the university. Key findings and recommendations were presented at a workshop on May 24th and the QMU EDI Learning & Teaching Symposium on May 25th.



In May, **Helen Kofler** had the opportunity to guest lecture at the University of Applied Sciences Wiener Neustadt, Austria on her area of interest 'Brand Authenticity and Environmental Social Governance.' Helen presented to a group of first year BA Sales and Marketing undergraduates about her background in luxury goods; the way investors are using rating tools to make socially conscious investments; and presented some of the latest research on consumer responses to ESG. Students also participated in a group challenge where they identified best practice in ESG.

Meet our PhD student - Lana

Hi, I am **Lana Yi**. I started my PhD at the University of Greenwich in September 2022 and I am delighted to join Greenwich Business School. My research is about online feminism, intersectionality, and lingerie consumption. My supervisors are Dr Fatema Kawaf and Dr Menna Jones. With the support of my two supervisors, I am enthusiastic and motivated for my PhD journey and ready to take on challenges in the future. I studied BA in Digital Media Art at Northwest Normal University in China and MA in Design Innovation at Loughborough University in the UK. After my MA study, I worked as a marketing manager in an e-commerce company in Shanghai and helped some European lingerie brands to develop in the China market, which inspired the initial idea for my PhD study. I am very interested in the online discourse and lingerie consumption of the Chinese young generation on social media. The intersectional female identities can be learned through lingerie consumption and find a breakthrough in the boundaries of online feminism.



IJTC Virtual Special Issue

International Journal of Tourism Cities (**Professor Alastair Morrison** as Co-Editor-in-Chief) published a virtual special issue on Islamic Tourism. The special issue is guest edited by Hera Oktadiana and Blanca Camargo. The issue will be free to access from the 12th of June to the 14th of July 2023. Read [HERE](#)

