Perspectives on Praxis

New Horizons for Business Research

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Aims for today…

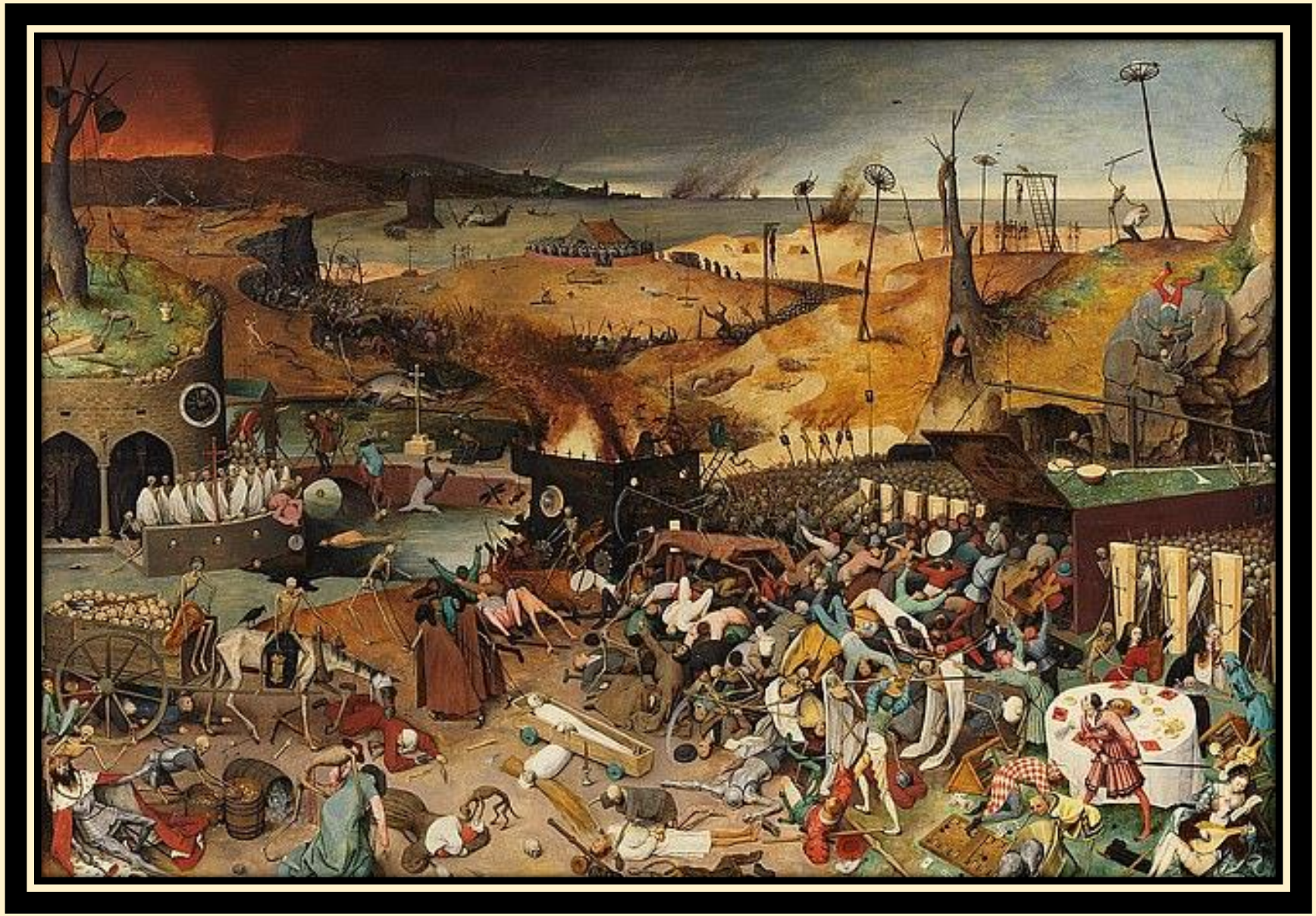
- To provide ***a sense of perspective*** on the impact of the COVID-19 pandemic on research within the fields of business and management.
- To consider ***wider challenges for business research*** in the immediate future and in the long term.
- To identify ***broader societal issues*** of direct relevance to business research arising as a consequence of the impact of the pandemic.
- To ***facilitate a reflexive approach*** for business researchers in relation to their own positions in research praxis.
- To create an ***ongoing conversation for continuation beyond the session*** of how, collaboratively, we can all move forward individually in business and leadership research communities.

What can history teach us…?

- Plagues and viral contagions have ***regularly blighted*** the course of human civilisation, killing millions of people and wreaking economic devastation.

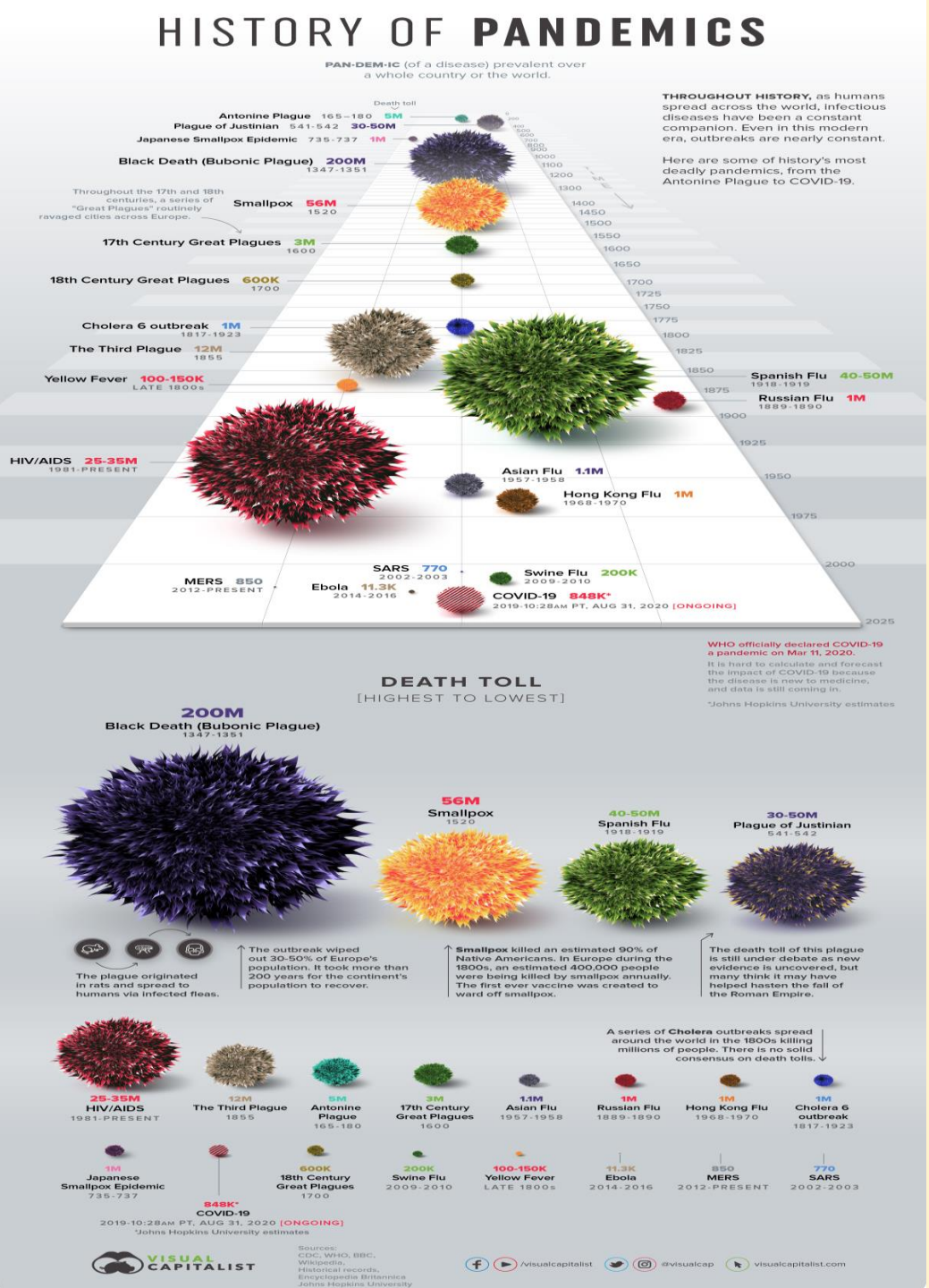
- Remember though, as each pandemic receded, it left ***cultural, political, and social changes*** that lasted far beyond the disease itself.

- Since business and management research is an embedded and integral part of society and its capacity to function, this will have ***both advantages and disadvantages*** that aren't yet visible or immediately tangible.



Dutch Renaissance painter **Pieter Bruegel the Elder's** oil composition ***'The Triumph of Death'*** depicts the social upheaval which beset medieval Europe in the wake of the Black Death

Rising civil unrest, conspiracy theories and racism typically follow in the wake of disease pandemics (Censolo & Morelli, 2020)



Relative Impact on Current Business and Management Research…?

- Historically, researcher positionality matters.
- Relevance of research paradigms and disciplinarity.
- Helicopter views of impact and business and research viability in practice.
- Enabling the consideration of globalisation impacts for business practice.
- Acknowledging the impact of human universality and reasoning.

Why Temporality Matters in Crisis…

Here and Now

- Prioritising research and the ***double impact jeopardy*** of COVID-19 and Brexit
- Relative positioning and the ***sense of perspective*** on the here and now
- Contemplating ***active collaboration*** versus ***active competition***

Future Contemplations of COVID-19

- The ***reshaping of research culture***, and the impact of this for generations of business and management researchers to come
- Economic changes will inevitably lead to some ***disciplinary research emergence and development*** – others are likely to disappear altogether

Framing Existential Crisis

Beyond Personal Epiphanies -Key Debates for Research

- Existential crisis versus opportunity for strategic change in HEIs and the business and management sector…
- How change might best be managed in crisis…
- What the future landscape and priorities of research will look like relative to demand…
- Whether the COVID-19 Pandemic has simply accelerated the need and progress of change in research across all academic disciplines…

Looking back to look forward

Legacy Issues for All Research Disciplines

- Consider the collective effort we can make in business and management research…
- What is this collective effort dependent upon…?
- How will the future research landscape change as a consequence of the pandemic and what will the impact of that be…?

Optimal Transformative Leadership in Research

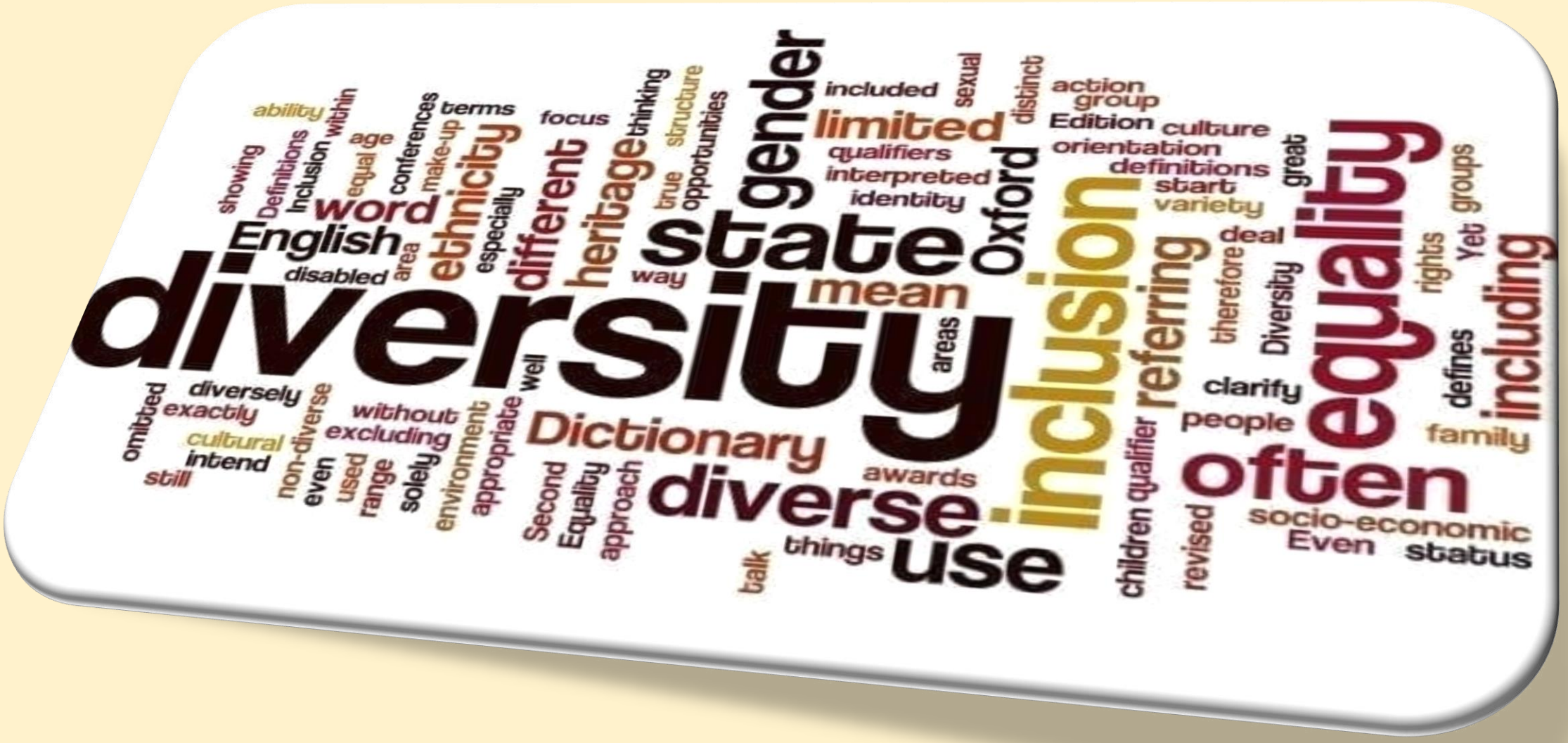
Optimal leadership is highly Creative with strong and balanced Task and Relationship capability

Research leadership is defined as the influence of one or more people on the research-related behaviour, attitudes or intellectual capacity of others

10 core leadership skills:

- Integrity
- Ability to delegate
- Communication
- Self-awareness
- Gratitude
- Learning agility
- Influence
- Empathy

Framing Ideological Issues of Equality and Diversity



Daily Realities of Equality and Diversity

Societal Uncertainty and Political Ambiguity…

Welcome to the Infodemic…

Research Integrity and Accelerated Peer Reviewing…

- Major concerns that current journal practices for selecting articles for expedited publication are inconsistent (Ghali et al, 2002)
- The urgency to understand and overcome the pandemic may induce researchers to ignore the due consideration for ethics and biosafety standards and protocols, or to cut corners in research to quickly reach conclusions in order to impact rapid decision making (ENRIO, 2020; Qaiser, 2020)
- Competition versus collaboration approach can impact on ‘social’ objectives and wider civic responsibilities with the public purse (Donthu and Gustafsson, 2020)

Adding to Existing Challenges and Competition…

Comparative capacity to conduct research… disciplinarity matters

Protecting Individual Capacity for Research…

Where feeling ***a degree of anxiety is normal***, the liminal ***shift of anxiety into depression*** ***needs address***

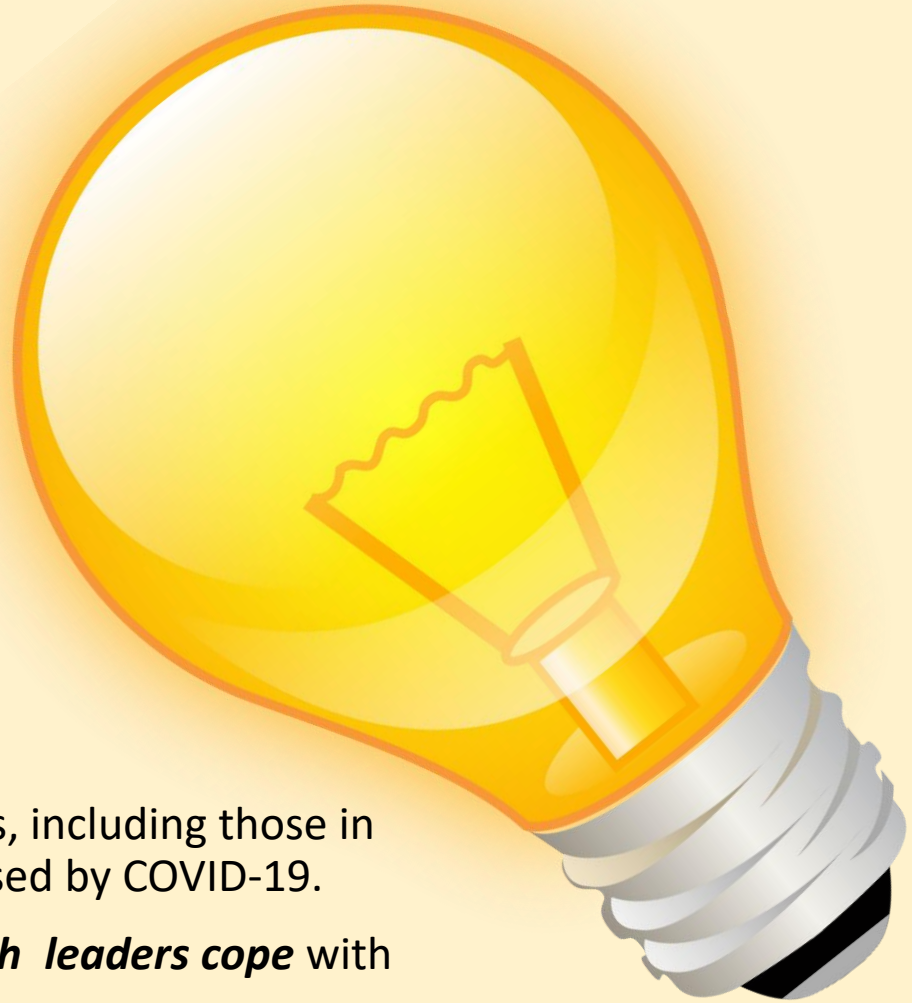
Don’t become another statistic of the impact of workplace stress – ***rely on and expect*** ***sound research leadership*** in your role

Prioritise your mental health and wellbeing at all times and ***seek help where you need it at the first sign of when you need it***

The Pace of Opportunity for Creativity and Innovation

Whilst COVID-19 poses great challenges to the worldwide economy and researcher's daily lives, at the same time, crisis situations are strong drivers of creativity and innovation:

- Creativity's role in helping people ***solve problems for change*** in the business and management created by the COVID-19 Pandemic.
- The ***psychology of creativity in crisis times*** (e.g., personality factors, motivations, emotions, positive thinking, resilience, creative adaptability).
- Creativity and resilience in helping research organisations ***solve problems and challenges*** posed by COVID-19.



- Creativity and resilience in helping business research organisations, including those in HEIs ***positively adapt to the current and consequential changes*** posed by COVID-19.
- The effect of creativity, flexibility, and resilience in ***helping research leaders cope*** with challenges and uncertainties in times of crisis.

UK Double Jeopardy: BREXIT + COVID

Losing our International Business Research Community?

Our collaborative efforts can provide hope not hype…

Stay safe, be inspired and wherever and, however you can, support and advocate our shared research communities.

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Thanks for Listening and do Stay in Touch…

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