

# RESEARCH REPORTER

Oxford Brookes Business School Newsletter | Issue 5, Winter 2016/17

## FOOD GLORIOUS FOOD

exploring consumer fear towards eating insects



**MAKING A DIFFERENCE TO BUSINESS**



# HELLO and welcome...

In this edition we review the Business School's International Research Conference that took place in June 2016. This conference brought together researchers across the school with international partners from a range of countries including Australia, France, Georgia, Italy, Pakistan and the USA. It provided a forum for researchers to share their work and develop further collaborative links and projects.

We feature research by Prof Janine Dermody and Indroneel Chatterjee, as they explore entomophagy - the consumption of insects - and how this could make a significant contribution to advancing more sustainable consumption behaviours and research to build effective collaboration between industry and universities. During 2016 the research proactively engaged with academics and business entrepreneurs, as well as the general public.

Other stories include research about the Secret Service in Renaissance Venice, the initial work that enabled Dr Iordanou to study the 'Secret Archive' of 16th-17th century Venice was funded through

the School Small Grants Scheme and led to a successful application to the British Academy/Leverhume for external funding.

Finally we introduce you to Professor Tatiana Bachkirova, Co-Director for the International Centre for Coaching & Mentoring Studies and Professor of Coaching Psychology. She has recently completed editing a leading reference book *The SAGE Handbook of Coaching*, aimed at students, researchers and academics and she's working on the 3rd edition of the *Complete Handbook of Coaching for Practitioners*, which is well recognised around the world.

I hope you will enjoy reading about our research activities. As always we welcome your comments and suggestions, so please get in touch with our research manager Jenny Heaton: [jheaton@brookes.ac.uk](mailto:jheaton@brookes.ac.uk)

**PROFESSOR SIMONETTA MANFREDI**  
Acting Associate Dean Research and Knowledge Exchange

...to the fifth edition of Research Reporter. This publication showcases examples of recent research activities taking place at Oxford Brookes Business School.



**"The university offers excellent resources for students and a number of opportunities to present our research at seminars as well as university level conferences in a supportive environment."**

*Nadia Singh, PhD Student,  
Department of Accounting, Finance and Economics*



## INTERNATIONAL RESEARCH CONFERENCE

On 16 June 2016 Oxford Brookes Business School hosted its International Research Conference.

The conference was an opportunity to share the school's latest research with the rest of Oxford Brookes University as well as potential and current collaborators in other universities, both in the UK and internationally.

It offered a forum in which to share current and emerging work with the wider Brookes research community, our international partner institutions and researchers further afield.

Presenters were encouraged to select a topic which was the result of existing international collaborations or which was international in its scope.

48 papers were presented across a variety of topics from the school's research areas. These included: Applied Microeconomics; Development

and Environmental Economics; Applied Macro, Public and Financial Economics; Accounting, Accountability and Responsibility; Critical Management Studies; Work and Organisation; Tourism and Hospitality; Coaching and Mentoring; Brand Strategy and Digital Marketing.

The conference was attended by contributors and delegates from all over the world, including Australia, France, Georgia, Italy, Pakistan, USA and UK.

The final session of the day, attended by all, was a panel discussion by the Critical Management Studies Research Cluster. Presenters were Dr Sara Hannam (Chair), Professor Nick Rumens, Visiting Professor, Ms Maureen McCulloch and Ms Kate Clayton-Hathway, Oxford Brookes University and Professor Philip James, Middlesex University. The discussion

centered on their chosen research topics.

Dr Louise Grisoni, Associate Dean for Research and Knowledge Exchange, closed the conference by celebrating the successful research synergies and the development of collaborative projects across all of the school's research partners.

Academic proceedings were framed by networking events, including a pre-conference event at Oxford Castle.





# FOOD GLORIOUS FOOD, FRIED BUGS AND MUSTARD!

Eating insects - yes we mean those creepy crawlies that fascinate children but send adults running in fear - could be the next big solution towards alleviating global food insecurity triggered by accelerated climate change. Fried, roasted or grilled... they are a healthy, protein-rich food source. Adding ants to cocktails to add a 'lemony piquant' may be considered less nutritious, but very enjoyable we are sure!

Seriously though, humans and our planet are facing a climate change challenge of unprecedented seriousness. Governments have spent decades largely ignoring this problem as it has crept closer and closer. Now it is staring us in the face – record rising temperatures attest to this. We need to deal with this problem in the present, not the future. And we have a rapidly expanding global population too – with all its associated needs and demands.

## So why do we have a food insecurity problem? 'Simple' -

Climate change makes it much harder to grow food (disease, drought, flooding, pests) + increasing food demand from a rising population = food insecurity.

The United Nations has warned that in order to feed the global population of 2050 – that's just over 30 years away - food production will have to double. The problem with this is livestock production is already unsustainable; it is the second largest contributor to rising global temperatures (remember the COP21 2015 Paris agreement?) and uses excessive quantities of natural resources in its production. Let us give you one example. Producing 1kg of beef requires

approximately 22,000 litres of water. For insects this is negligible.

This problem is going to be exacerbated by the Westernisation of diets across the planet, alongside growing materialism. This will increase the demand for protein of the 'sophisticated Western type'. In turn this will heighten disparities between the poor and the rich, further adding to the lopsided pattern of food consumption and insecurity. Contrasting the statistics on livestock and insect farming, it becomes evident that the consumption of insects – entomophagy – will make a significant contribution to advancing more sustainable consumption behaviours, thereby working to the goals of sustainable development to safeguard the future of all inhabitants of our planet.

As a rejoinder to these problems, new avenues to produce protein - sustainably - are being sought. Attention is increasing on the feasibility of insects for human consumption, namely entomophagy. While there is parallel research being conducted on the health, agricultural and economic facets of entomophagy, our research

focuses on the pivotal psychology of consumers: 'How acceptable is eating insects to British consumers as part of their normal diet?'

The study is entitled "Applying experimental psychology and neuroscience to evaluate consumer fear and disgust towards entomophagy." Utilising a complex experimental method, it explores two primary emotions underlying acceptance of insect eating – novel food related fear (neophobia) and disgust. Finally, it takes the ambitious leap of measuring the neural basis of acceptance, liking, fear and disgust in the form of a neuroimaging study using the EEG (electroencephalogram).

This study will therefore significantly increase academic understanding of consumer acceptance of entomophagy. In addition these essential consumer insights will inform stakeholders' understanding and sharing of the market development and marketing of entomophagy to boost its acceptance by Western consumers.

During 2016 we attended conferences to proactively engage with academics and entomophagy business entrepreneurs (with multiple invitations for journal papers). We also successfully engaged the public (mainly parents and children) at our 'Eating our Grubs' exhibit at the

2016 Oxfordshire Science Festival and the Brookes Science Bazaar (for which we had the support of the Royal Entomological Society). At the science events it was interesting to observe the initial horror of adults asked to taste a fruit bar containing cricket flour. Meanwhile their children or grandchildren were desperate to eat the insect exhibits and could only be mollified by eating handfuls of the insect bar samples. It told us a lot about the psychology of disgust, fear and acceptance! We ran various insect-inspired food idea competitions, and again children excelled in their imagination, with winners aged from 3-11 years producing wonderful drawings including a 'Flying Dragonfly Pizza' and the 'Brilliant Bug Burger'. These events are a great way to talk to curious minds about the importance of entomophagy and the bigger issue of climate change and sustainability. And they are switching people's thinking into becoming 'entomotarians' – a term we have created for people who eat insects!

At the moment this study has just entered the experimental data collection phase and findings will be reported later in the year, hopefully including the 2017 Brookes Science Bazaar and Oxfordshire Science Festival. Papers of course are also in progress as the intention is to maintain the pace of public engagement

alongside the intensity of data collection and scholarly outputs!

Reflecting on this study, Indroneel Chatterjee, PhD Student says: "The interdisciplinary framework, supervision and the facilities that Oxford Brookes University has provided me is like a well-oiled machine. The journey would have been impossible without the close supervision of my Director of Studies, Professor Janine Dermody. This study falls within her broader umbrella of international research on pro-environmental self-identity and the psychosocial barriers that can impede sustainable consumption."

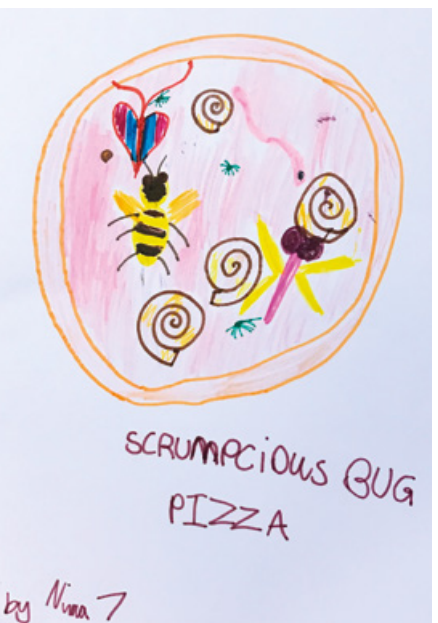
In the spirit of this study, as you look forward to your next glorious meal, we leave you with our modified lyrics of "Food Glorious Food" – please do join in!

**INDRONEEL CHATERJEE**, Associate Lecturer & PhD researcher, Department of Marketing, Oxford Brookes Business School & Honorary Research Associate Cognitive Neuroscience & Psychology, Faculty of Health & Life Sciences  
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**JANINE DERMODY, PROF.** Marketing & Consumer Psychology, Department of Marketing, Oxford Brookes Business School  
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Food, glorious food!  
Hot weevils and mustard!  
While we're in the mood --  
Cold cockroach and custard!  
Bee pudding and dragonflies  
What next is the question?  
Rich gentlemen have it, boys --  
indigestion!

Indroneel Chaterjee and Janine Dermody







# INTELLIGENCE ORGANISATION IN THE EARLY MODERN WORLD

Intelligence and espionage have long fascinated readers and writers alike. Official and unofficial narratives of spies and their missions have competed for shelf-space in bookshops and libraries, to complement the ever-appealing genre of spy fiction. In consequence, historians and journalists have been scrutinising declassified records in their efforts to produce a robust history of the subject. This history, however, spans the eve of The Great War to the 21st century, while more distant eras still remain unknown.

Yet, long before the inception of MI5, MI6 and the CIA, a remarkable centrally organised intelligence service masterminded top-notch covert operations all around Europe, northern Africa and the Levant. This service was created by one of the most powerful and commercially-savvy states of the early modern world, Venice. While Venice's Secret Service boasts legitimacy as the world's first state intelligence agency, no systematic exploration or analysis of this organisation has even been done. This is not accidental, since systemised intelligence has been primarily seen as a modern political phenomenon, rather than a pre-industrial organisational one.

My research project aims to address this oversight. Combining theories of organisational analysis with a careful deployment of 16th-17th century archival material, I intend to reveal this complex pre-modern organisation. My goal is to challenge the widely accepted, yet misguided, view that systemised intelligence, state-organised security, and the phenomenon of 'organisation' are the products of the modern world's technology and rationality.

Initial funding provided by the Oxford Brookes Business School Small Grants Scheme enabled me to study the 'Secret Archive' of Renaissance Venice, stored in Venice's state archives, in order to sketch out the organisational structure of this institution. The BA/Leverhulme grant will enable me to expand my research in the archives of Rome (Catholic Church) and Simancas (Holy Roman Empire), where the correspondence between the Venetian spy chiefs and their formally appointed informants in Europe and the Levant is stored. Studying this correspondence will shed light on how the management of employees dispersed in Europe, Africa, and Asia was conducted in writing.

But why is this project important? Firstly, it exposes a complex, fully-functioning public sector organisation, as it operated in the Renaissance period. Secondly, it explores the time-specific meaning and functions of intelligence in a society and for a state that were so different from those in which modern intelligence operates. Or were they not that different? Thirdly, it shows that the main drivers for the systemisation of intelligence have remained unaltered throughout the centuries. These drivers are economic, not political, as most governments would have us believe. Finally, it informs a forthcoming exhibition of Venice as the progenitor of organised intelligence in the International Spy Museum in Washington DC.

**DR IOANNA IORDANOU:**  
BA/Leverhulme Project

“I am thrilled to be given the opportunity to expose a complex public sector organisation in an era that is so alien yet so astonishingly familiar. My job, as a historian in a Business School, is to recognise the familiar in the alien and the alien in the familiar. Because it is only by doing so that we can understand the inherently historical disposition of our human nature.”

For further information please contact Ioanna Iordanou:  
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# CLIMATE CHANGE CATASTROPHES AND THE EFFECT OF AMBIGUITY



The United Nations Framework Convention on Climate Change (1994) defines climate change as “a change of climate, which is attributed directly or indirectly to human activity that alters the composition of the global atmosphere and which is in addition to natural climate variability observed over comparable time periods.” There exists a great deal of ambiguity surrounding climate change and the possibility that this climate change could at any point trigger a catastrophe, that would cause wide-scale damage. The questions that need to be asked are: Given the ambiguity surrounding a catastrophic event taking place, are people sufficiently concerned in order to insure themselves against it? Moreover, if given the opportunity to protect themselves against such a catastrophe, do individuals sufficiently insure themselves against it?

My study combined experimental and theoretical research, to study the effects of ambiguity on individuals' decisions to insure themselves against the catastrophic effects of climate change. The paper studies individuals' behaviour when taking part in a game similar to the public goods game. Subjects were divided into groups and each individual in the group was given

an endowment to begin with, before being told that they might be the victim of a climate change catastrophe. The catastrophe might result in them losing some part (or all) of their endowment. They could safeguard themselves against such a loss, if they decided to contribute as a group towards insurance. The insurance (bought if sufficient contribution is made by the group as a whole) would safeguard them in the event of a catastrophe taking place.

The study finds that individuals do indeed respond in an ambiguity-averse manner to the uncertainty surrounding climate change and climate change catastrophes. When given the opportunity to purchase insurance, 67% of subjects were successful in making contributions towards/ purchasing the climate change insurance. Moreover, if subjects are given more information (i.e. educated) about the frequency of climate change catastrophes in the past as well as the damage they have caused in the past, the number of subjects who successfully insure themselves against a climate change catastrophe increases to 79%, which is quite a significant rise from the base treatment. If subjects are informed that they are

paired with someone who will definitely contribute to the insurance, and the promise is guaranteed and credible, there is an 81% success in buying the insurance.

It has been seen in the past that individuals discount the future to a great extent, and as such fail to make sufficient provisions for the future. This raises the question: Should the State intervene if individuals fail to make adequate provision to insure themselves against the risk of a climate change catastrophe? Can State intervention help in ensuring that individuals have better insurance cover for climate change catastrophes? My study finds that State intervention hampered the number of subjects successfully insuring themselves. State intervention caused a “boomerang effect” which resulted in only 58.76% of subjects being successfully insured, which is lower than the base treatment where 67% of subjects bought the insurance!

As such, State intervention could do more harm than good when it comes to ensuring optimal insurance levels in the climate change context. Instead, it would be more useful to educate/ inform people about the frequency and damage caused by climate change catastrophes in the past, and find a commitment mechanism that would ensure that the collective risks of climate change is uniformly distributed.

State intervention could do more harm than good when it comes to ensuring optimal insurance levels in a climate-change context.

## DR SARA LE ROUX

For further information please contact Sara le Roux: [sle-roux@brookes.ac.uk](mailto:sle-roux@brookes.ac.uk)

# HOW TO BUILD EFFECTIVE INDUSTRY–UNIVERSITY COLLABORATIONS

Closer links between universities and industry are central to government policy. New Brookes research identifies what the parties are looking for from such relationships and how they can be made to work better.

Drawing on group interviews with 36 stakeholders from industry, academic and third-party organisations, researchers at Oxford Brookes Business School have uncovered what different sides see as valuable in working together, as well as the principles underlying success.

The findings, published in the March edition of the journal *Industrial Marketing Management*, shows that effective collaboration is not just a simple matter of ‘knowledge transfer’ (ideas moving, typically, from the university to its industrial partner). The problems addressed, and the ideas generated, are better thought of as the results of ‘co-production’, where insights and solutions are shaped by participative working and pooled expertise.

Business will often engage in such collaborations to achieve an edge in the marketplace. As one practitioner put it: “A commercial partner is going to look at deriving some kind of commercial advantage and profit.”

But it's not academics' expertise alone that is important here. One industry participant noted how he valued collaborating with universities ‘because they think laterally and not about solving specific problems’.

Our research also found that the motivations for academics to engage in collaboration with industry might also be changing, driven by the so-called ‘impact’ agenda – demonstrating how academic work is leading to beneficial outcomes in policy and practice.

## Our research findings identified five key principles for improving collaborations:

1. Share information in ways that are accessible and relevant to other people – such as publishing more academic work in open access journals and making better use of social media, with commercial organisations writing more white papers and case study reports.
2. Identify discrepancies in modes of operation and invest in a common language – finding better ways of working together and talking to each other.
3. Leverage third-party brokers – using professional institutes, trade bodies and arms of Government to bring potential partnerships together.
4. Develop trust through small wins and regular interaction – mechanisms like regular face-to-face meetings and video conferencing can help bring openness and momentum to collaboration, allowing for joint learning and exploration.
5. Assemble teams with common attitudes and complementary skills – while good institutional connections are important, individuals are the cornerstone of successful co-production. Ensuring strong social bonds and good communications skills are critical.

Our current research has focused on stakeholders in digital technology and services. Our team, which includes Dr Sarah Quinton and Dr Paul Jackson from Oxford Brookes University, Dr Ana Canhoto from Brunel University and Professor Sally Gibbs from the Open University are now building this to help universities and companies manage future research partnerships for mutual advantage.

For further information about this study, please contact Dr Sarah Quinton, [sequinton@brookes.ac.uk](mailto:sequinton@brookes.ac.uk) or Dr Paul Jackson, [pjackson@brookes.ac.uk](mailto:pjackson@brookes.ac.uk)



# SPOTLIGHT ON:

## Professor Tatiana Bachkirova

Co-Director of the International Centre for Coaching and Mentoring Studies and Professor in Coaching Psychology



“When I started getting into Coaching and Mentoring I felt that it was the perfect combination of my counselling skills and organisational psychology background – I thought it was more or less developed for me!”

After her doctorate in psychology at St Petersburg University, Professor Tatiana Bachkirova moved to the UK and held a number of roles which included lecturing, counselling and supervising counsellors.

However, before that one of Tatiana's most notable roles was at the Institute of Aviation in Kazakhstan, where she not only taught civil pilots in subjects that included the compatibility of teams, but she was also involved in the psychological selection of the pilots. She said: “This mixture of work is why I chose to do my PhD in Organisational Psychology. Then when I started getting into Coaching and Mentoring I felt that it was the perfect combination of my counselling skills and organisational psychology background – I thought it was more or less developed for me!”

Tatiana has been involved in teaching coaching and mentoring at Oxford Brookes from the beginning. She started it together with Dr Elaine Cox in the School of Education, and saw the subject developed very actively in organisations, hence why it moved to the Business School. She said: “I started it just with Elaine and now we have a team of seven colleagues and a research centre that has enhanced the reputation of coaching and mentoring at Brookes and is highly regarded around the world.”

Coaching supervision is one of the main areas of Tatiana's research and when talking about the development of coaching and mentoring she said: “At the beginning it was very much in the mode of helping organisations. Now I think the situation is changing and it is about helping all individuals in all areas of life. The area of coaching supervision is particularly topical at the moment in line with professional

bodies concentrating on how to coach effectively and ethically.’

Another interesting research topic that is close to Tatiana's heart is exploring the self-deception of coaches. “In a simple way people deceive themselves when they want to protect themselves or when they want to gain something. In this research I have found that coaching supervisors can help coaches to explore their self-deception if they are not judgemental and see it as human condition.”

Tatiana has recently completed editing The SAGE Handbook of Coaching, which is for students, researchers and academics and combines 40 chapters by academics all over the world. She also works on the 3rd edition of The Complete Handbook of Coaching, a well-recognised text for practitioners. These are two major textbooks which are important in the field as well as in the teaching in the Oxford Brookes coaching and mentoring postgraduate and doctoral programmes.

At the Business School Tatiana is teaching a range of modules, including Psychological Perspective of the Self, on the coaching and mentoring master's degree. She also teaches qualitative research methods on the professional Doctorate in Coaching and Mentoring (DCM).

She enjoys supervising PhD and professional doctorate students from all over the world. She said: “I can see them blossoming and it is an honour”.

For more information about Tatiana's research and PhD or Doctoral Coaching and Mentoring opportunities at Oxford Brookes Business School, please contact: Professor Tatiana Bachkirova,

[tbachkirova@brookes.ac.uk](mailto:tbachkirova@brookes.ac.uk)

# RESEARCH AT OXFORD BROOKES BUSINESS SCHOOL

At Oxford Brookes Business School we have been building a research culture and expanding our research community with wide-ranging interests in many specialist areas. We have three research centres, which bring distinctiveness to the work of the Business School, and four departments with identified research clusters that bring focus to the subject areas.

## RESEARCH CENTRES

### The Centre for Diversity Policy Research and Practice

Director: Prof Simonetta Manfredi

This Centre specialises in research and knowledge exchange on equality and diversity with a focus on work and organisational settings.

### The Centre for International Tourism and Events Management Research (CITEM)

Directors: Prof Chris Cooper and Prof Levent Altinay

This centre provides focus for various strands of research activity and provides a platform for new initiatives in tourism, hospitality and events.

### The International Centre for Coaching and Mentoring Studies

Directors: Prof Tatiana Bachkirova and Dr Elaine Cox

This centre specialises in coaching and mentoring, education and supervision for coaches and mentors at master's and doctoral levels.

## DEPARTMENTS

### Accounting, Finance and Economics

Research Lead: Dr Samantha Miles

Clusters:

- Critical Perspectives on Accounting, Social Responsibility and Governance
- Applied Economics and Finance

### Business and Management

Research Lead: Dr Juliette Koning

Clusters:

- Management Education
- Work and Organisations

### Marketing

Research Lead: Dr Janine Dermody

Cluster:

- Marketing, Society and Technology

### Oxford School of Hospitality Management

Research Lead: Prof Levent Altinay

Cluster:

- Tourism and Hospitality Management



If you are thinking about joining us as a doctoral student, commissioning a market research survey or considering executive education, you will experience a quality research culture in a lively and supportive environment. Please contact Chris Spurgeon for more information: [cspurgeon@brookes.ac.uk](mailto:cspurgeon@brookes.ac.uk), 01865 484 5970

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