

COVID-19 Research Activity in the Business School

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DEPARTMENT OF ECONOMICS

RESEARCH PROJECTS FUNDED

COVID-project 'Life during COVID-19'

Using data from a survey conducted during April-May 2020, we analyse how individual compliance with COVID-19 preventive measures are related to trust in governments and citizens in five countries (N = 16,372). We find that having trust in the government's ability to tackle the pandemic is strongly associated with complying with self-isolation measures. Moreover, citizens are also aware of the externalities of the behaviour of others, and as result, this is related to their willingness to comply or not with preventive measures. We further analyse how different media sources and self-perceived chances of getting COVID-19 are related to people's willingness to comply. As we face a second wave, our findings suggest that interventions aiming at increasing the adoption of COVID-19 preventive measures among citizens not only require clear communication from the government, but also a trustworthy society.

Funded by the Department of Economics, MDX (£ 1,000)

Dance, wellbeing and productivity

This project is run by Michela Vecchi, who is leading a group of researchers from MDX (Patrick Elf, Charles Dennis, Athina Dilmeri, Luke Devereux, Akiko Ueno). The aim of the project is to examine the relationship between dance, wellbeing and work performance during the COVID-19 crisis. This project draws on recent results from psychology and neuroscience showing that dance has beneficial effects on the wellbeing and cognitive functions of elderly individuals. The analysis addresses the main question of whether these positive effects can also be enjoyed by younger individuals who are still in employment and whether the increase in wellbeing has a positive effect on their productivity, during a particularly challenging period. Through the lenses of self-determination theory and an online survey of both dancers and non-dancers, this research will have important implications for scholars and practitioners.

Funded by Middlesex University Business School (£ 3,337)

Sustaining Pro-Social and Environmental Behaviors beyond COVID-19.

This project is run by Tanya O'Garra (MDX) and Roger Fouquet (LSE). The aim is to identify to what extent pro-environmental and pro-social behaviors can be sustained beyond the lifetime of the pandemic, and the mechanisms and/or policy decisions that would support these longer-term changes. This will involve eliciting public preferences for a low-carbon transition beyond COVID-19, as well as pro-social (cooperation) behaviors and preferences for different policy mechanisms. Data will be collected via repeat online surveys with a representative panel of UK residents, and timed to coincide with major shifts in policy or evolution of the COVID-19 virus, over the next 12 months.

Funded by the LSE COVID-19 Pilot Fund (£ 18,707), awarded May 2020. Tanya's role: Co-Pi.

Family Response and Well-being Effects of COVID-19 (FAREWELL)

Principal investigator: Eugenio Peluso

CI: Bastien Chabe-Ferret (MDX)

Abstract: Lockdowns and the economic crisis induced by COVID-19 are imposing unprecedented constraints on families in terms of freedom of choice, consumption opportunities, time use, and social interactions. The 'Farewell-to-C19' project focuses on the role of the family as a place that can both buffer and amplify the shockwave. For example, a

spouse that already had a higher earnings before the crisis will (in most cases) continue to work more, and absorb less of the increase in the unpaid workload due to childcare, likely amplifying gender-specific sharing rules and inequalities within the household – a factor that has been shown to affect the well-being of its members (Peluso and Trannoy 2007, Couprie et al. 2010). However, compared to singles, the family plays a natural inequality-reducing role due to the insurance possibilities offered by multiple income sources or consumption and time sharing. Looking across households, people most likely to be working from home were already better off, and children of already better-off households suffer less in terms of loss of human capital during the lockdown and are less exposed to material deprivation. To investigate how these interlaced effects will impact Luxemburgish households, the 'Farewell-to-C19' project will be developed by a team of researchers belonging to the Living Conditions, Labor Market and Urban Development and Mobility Departments of LISER, in collaboration with the University of Glasgow and the AMSE Marseille. This project is organized in three work packages (WP): The first WP compares different types of households to identify how individual preferences can be affected by family ties in the circumstances induced by the COVID-19 crisis. The second WP analyses several effects of the Covid-19 crisis on children conditions. The third WP focuses on preferences towards redistribution, their development within the family, and their transmission to children.

Funded by FNR (National Research Fund of Luxembourg) (€73.1k)

Sustaining and Strengthening City Climate Action in the COVID-19 crisis for a green and climate-resilient recovery (*ClimateCitiesRecovery*)

Using large-N analysis and in-depth case studies, the aim of this proposed research is to evaluate how cities' climate commitments have been affected by COVID-19, and to identify factors that can be harnessed - and actions that can be taken - by individual cities and networks of cities, to support a green and climate-resilient recovery.

Collaborators: Dr Sander Chan (PI) (Global Center on Adaptation); **Dr Tanya O'Garra**, Middlesex University London (co-I) (MDX), Dr Thomas Hale (co-I) (Blavatnik School of Government at the University of Oxford [BSG]), Dr Mariya Aleksandrova (co-I) (German Development Institute/Deutsches Institut für Entwicklungspolitik [DIE]).

Funded by **Volkswagen Stiftung (€120k)**

RESEARCH PROJECTS SUBMITTED

Unemployment, occupational changes and overqualification during COVID-19: implications for graduates in the UK

This project is run by Michela Vecchi (MDX) and Catherine Robinson (Kent BS) in cooperation with the ONS. The main objective is to examine the effects of COVID-19 on the labor market outcomes of UK graduates. The labor market is being particularly hit by the crisis with unemployment rate increasing and job vacancies declining across the board, particularly in sectors such as hairdressing, leisure and travel, food preparation and hospitality. There is also evidence of sectors experiencing skill shortages such as the health and the agricultural industry. Using quarterly data from the Labour Force Survey, researchers are investigating changes in graduates' unemployment rate and overqualification over the period 2017Q1 to 2020Q3, accounting for differences across industries and occupations.

Proposal submitted to the ESRC (Catherine Robison is the PI) (£61,648)

COVID-19 ON KIBS in North East and West Midlands

The aim of this project is to write a policy report on the effects of COVID-19 on the performance of KIBS SMEs in West Midlands and North East. We will extract evidence from a questionnaire that will be designed in consistency with other economy-wide surveys currently available (i.e. Assessing the impact of COVID-19 from the Enterprise Research Centre; Coronavirus and the Economic Impacts on the UK from Business, Industry and Trade Bulletin). Our questionnaire will address the four following aspects/questions:

1. Have these firms taken government grants/ furloughs and how do they use them.
2. What type of business model has been used during the pandemic? What have been the major barriers of adopting this model?
3. What types of new technologies have been adopted during the pandemic. Did the adoption of these technologies require any additional personnel training and skills?
4. How do firms deal with external finance? Did they need additional access to credit? Did they encounter additional difficulties in obtaining external finance during the pandemic?

Collaborators: Ioannis Bournakis (MDX) and Maja Savic (MDX). Submitted to **RKEFF (BS – MDX)**.

RESEARCH PROJECTS NOT FUNDED

Trust in the time of crisis

This project is run by Praveen Kujal (MDX) with Irma Clots-Figueras (Kent U), Antonio Cabrales (UCL and Carlos III) and Roberto Hernán (BSB, Dijon). There has been a substantial research on the level of trust in a society. Trust is essential for the proper functioning of any democratic (and market) system. The aim of the project is study how trust toward strangers (as measured by the trust game) and towards institutions varies across time during the COVID-19 pandemic in the US impacts and its subsequent effect on compliance. We also correlate sociodemographic variables with levels of trust and compliance. We ran our first series of experiment in 2018, another in June of this year and will now run the final part after the US presidential election. Further, while previous studies have looked at the level of trust at a point of time, we are looking at how trust evolve across time for the same sample of individuals in the presence of major events (such as COVID-19).

The impact on Trust and Cooperation of public mandates

This project is run by Praveen Kujal (MDX) with Diego Aycinena (Universidad del Rosario, Columbia) and Gabriele Camera (Chapman University). The limits on human action, i.e. restrictions on activities, due to COVID-19 is the biggest intervention in human activity since the last world war. In this project we ask the following question: does a limit in actions, exogenously imposed by an external authority or determined by peers, affect future actions, and make us less (or more) cooperative in subsequent actions? We achieve this by studying the link between trust and cooperation in sequential actions where limits on the choice set in (sequential) games are imposed. This is important in when we think about how future actions, cooperative or not, can be impacted by such interventions.

PAPERS PUBLISHED

Using social and Behavioural science to support COVID-19 pandemic response

This paper, by Valerio Capraro (MDX) and co-authors, reviews important evidence on research topics relevant to pandemics, including work on navigating threats, social and cultural influences on behaviour, science communication, moral decision-making, leadership, and

stress and coping. The aim is to identify insights for effective response to the COVID-19 pandemic and highlight important gaps researchers should move quickly to fill in the coming weeks and months. The paper was published in *Nature Human Behaviour* in April 2020.

The effect of messaging and gender on intentions to wear a face covering to slow down COVID-19 transmission

This paper, co-authored by Valerio Capraro (MDX) and Helene Barcelo (Berkeley USA), reports on a pre-registered experiment (N=2,459) testing the effect of messages highlighting that the coronavirus is a threat to “you” vs “your family” vs “your community” vs “your country” on self-reported intentions to wear a face covering. We find that focusing on “your community” promotes intentions to wear a face covering relative to the baseline. We also find that men less than women intend to wear a face covering, but this difference almost disappears in counties where wearing a face covering is mandatory. Finally, we find that men less than women believe they will be seriously affected by the coronavirus, and more than women agree that wearing a face covering is shameful, not cool, a sign of weakness, and a stigma; and these gender differences partly mediate gender differences in intentions to wear a face covering.

Published in *Journal of Behavioral Economics for Policy*.

The effect of norm-based messages on reading and understanding COVID-19 pandemic response governmental rules

This paper by Valerio Capraro (MDX), Ennio Bilancini (IMT School for Advanced Studies, Lucca), Leonardo Boncinelli (University of Florence), Tatiana Celadin (IMT School for Advanced Studies, Lucca) and Roberto di Paolo (LUISS, Rome), has two main objectives: exploring the effect of messages on people’s actual engagement, and not on intentions. Specifically, our dependent variables are the level of understanding of official COVID-19 pandemic response governmental informative panels, measured through comprehension questions, and the time spent on reading these rules. Second, testing a novel set of appeals built through the theory of norms. One message targets the personal norm (what people think is the right thing to do), one targets the descriptive norm (what people think others are doing), and one targets the injunctive norm (what people think others approve or disapprove of). Our experiment is conducted online with a representative (with respect to gender, age, and location) sample of Italians. Norms are made salient using a flier. We find that norm-based fliers had no effect on comprehension and on time spent on the panels. These results suggest that norm-based interventions through fliers have very little impact on people’s reading and understanding of COVID-19 pandemic response governmental rules.

Published in *Journal of Behavioral Economics for Policy*.

PAPERS IN PREPARATION

The behavioural, welfare and environmental impacts of air travel reductions during and beyond COVID-19

Roger Fouquet (LSE) & Tanya O'Garra (MDX), Working Paper, 23 July, Grantham Research Institute, LSE.

Link: <https://www.lse.ac.uk/granthaminstitute/publication/the-behavioural-welfare-and-environmental-impacts-of-air-travel-reductions-during-and-beyond-covid-19/>

Willingness to reduce travel consumption beyond COVID-19 (in preparation, to be submitted soon)

Tanya O'Garra & Roger Fouquet (funded by LSE – see above grant)

Abstract: This paper explores people's willingness to reduce consumption in support of the transition to a low-carbon pathway beyond COVID-19 using new survey data from UK car drivers and air travellers. Over half (56%) of the car survey sample indicated that they were willing to reduce their car use, and 45% of the air survey sample were willing to reduce their air travel. Mean stated reductions represent 24% and 20% of the amount travelled by car users and air travellers respectively; these proportional reductions are fairly constant across the income distribution. Yet even after accounting for voluntary reductions, those in the highest income quintile still expect to fly and drive at least twice compared to pre-COVID-19 travel among those in lower income quintiles. Overall, we estimate that voluntary reductions in travel could potentially lead to an average reduction of 470-550 kgCO₂e per person per year for car drivers and of 230-360 kgCO₂e per person per year for air travellers, depending on the substitute selected.

Endogenous distancing

This paper, co-authored by Pedro Serodio (MDX), Saloni Dattani (King's College London) and Rohan Shah (Ohio State University), extends the SEIR (Susceptible Exposed Infected Recovered) model to include consumption and labour decisions of households. The main objective is to capture endogenous variations in the transmission rate of a viral infection, in the presence of aggregate uncertainty about policy intervention. The analysis addresses 4 main questions: (1) to what extent do economic agents respond to the threat of infection by changing their behavior? (2) To what extent do public policies aimed at slowing or stopping propagation matter? (3) To what extent are these measures desirable from a welfare point of view? (4) to what extent does welfare change throughout the pandemic? Results suggest that while policy measures may be optimal ex-ante, support for restrictions may wane considerably over time.

Priming reasoning increases intentions to wear a face covering to slow down COVID-19 transmission.

This paper, co-authored Valerio Capraro (MDX) and Helene Barcelo (Berkeley USA), investigates the fundamental issue of finding mechanisms to promote the use of face masks during the second phase of the COVID-19 pandemic response, when shelter-in-place rules are relaxed and some segments of the population are allowed to circulate more freely. Here we report three pre-registered studies (total N = 1,920), using an heterogeneous sample of people living in the USA, showing that priming people to "rely on their reasoning" rather than to "rely on their emotions" significantly increases their intentions to wear a face covering. Compared to the baseline, priming reasoning promotes intentions to wear a face covering, whereas priming emotion has no significant effect. These findings have theoretical and practical implications. Practically, they offer a simple and scalable intervention to promote intentions to wear a face mask. Theoretically, they shed light on the cognitive basis of intentions to wear a face covering. Preprint: <https://doi.org/10.31234/osf.io/wtcqy>

National identity predicts public health support during a global pandemic.

This paper, co-authored by Valerio Capraro (MD) et al., considers the global health crisis triggered by the COVID-19 pandemic. Without a vaccine or effective medication, the best hope for mitigating virus transmission is collective behavior change and support for public health interventions (e.g., physical distancing, physical hygiene, and endorsement of health policies). In a large-scale international collaboration (N = 46,450 across 67 countries), we investigated why people adopted public health behaviors and endorsed public policy interventions (e.g., closing bars and restaurants) during the early stages of the pandemic (April-May, 2020). Results revealed that respondents who identified more strongly with their nation consistently reported engagement in public health behaviors and greater support for public health policies. We also found a small effect of political orientation, indicating that left-wing respondents were

more likely to report public health behaviors and support for public health measures than right-wing respondents. We discuss the implications of links between national identity, leadership, and public health for managing the COVID-19 and future pandemics. Preprints: <https://doi.org/10.31234/osf.io/ydt95>

UK University business model innovation to embrace C-19 conditions

This paper by Jyoti Navare investigate the impact of the COVID-19 (C-19) crisis on UK universities. This is a challenging task as it is not easy to gauge the effect, particularly where there is little precedence. However, universities have suffered both acute and chronic shock previously and have had to adjust their business model accordingly.

With increased restrictions on physical space has further implications not only on teaching but specifically on the bottom line and sustainability. Universities by their nature are labour-intensive and the shift to on-line teaching and low usage of physical space provides opportunities for universities to take advantage to improve their bottom line

This paper considers evidence of how universities in the UK have adapted their business model during a crisis and how they are currently adapting to new choices. International evidence will be considered as to how universities seek to stabilize in such conditions and as to whether the change in the business model reflect a full-scale change in how universities will operate in the 21st century. In developing these assumptions, consideration will be given to five factors; physical space use, virtual space economics; use of product /service provision; information management and innovative practices.

DEPARTMENT OF ACCOUNTING AND FINANCE

RESEARCH PROJECTS FUNDED

Model for assessing the impact of COVID-19 pandemic on financial system and sustainable economic growth and the effectiveness of mitigation measures.

Jekaterina Kartasova (MDX) is the co-I in this project, led by Vilnius University (Lithuania.) The main objective is the development of a theoretical model to assess the impact of COVID-19 on finance and sustainable growth.

The project is funded by the Lithuanian Research Council (€100k). Duration of the project: 7 months.

PAPERS PUBLISHED

The Comprehensive environmental management model in Post-COVID-19 era.

This paper, co-authored by Suman Lodh (MDX), Giovanni Marocchi (Dragon Values Project Manager), Alessandro Corradini (Dragon Values Project Manager) and Monomita Nandy (Brunel University), deals with the adverse impact of Green House Gas. The main objective of the analysis is to identify some of the main problems of the existing projects related to Green House Gas control and propose the Dragon Value System with a potentiality of overcoming the drawbacks of the existing models. We find a comprehensive environmental management model that will be opportunity driven, based on certain financial assets associated with wide spectrum of stakeholders and applicable by company of any size. The findings of the paper will contribute to the academic literature related to environmental management and SDG 7. The proposed model will assist the investors to identify a comprehensive model to invest and could

generate new public-private partnership to apply highly beneficial and comprehensive environmental management model.

Published in *Journal of Business and Management Studies*

Lessons from COVID-19 and Resilience Model for Higher Education?

This paper, co-authored by Suman Lodh (MDX), Monomita Nandy (Brunel University) and Audrey Tang (CLICK Training UK), highlights major challenges that higher education institutions (HEIs) are facing during the COVID-19 pandemic. The analysis also considers the challenges HEIs should expect in the post-COVID-19 period. In practice, HEIs are keen to maintain their core activities during the pandemic and in this context the authors examine how institutions can continue their activities efficiently by addressing issues related to the potential socio-psychological damage to stakeholders in higher education. To answer this question, they recommend the application of an all-inclusive resilience model at the beginning of the recovery period to withstand the shock of the pandemic and show how an HEI can apply the antifragile model for the advancement and betterment of the experience of individuals associated with it. The recommendations of the study contribute to the literature related to HEIs and the coronavirus, and constitute practical guidance for a post-COVID-19 model that may be followed by HEIs around the world.

Published in *Industry and Higher Education*.

The impact of COVID-19 on European financial markets and economic sentiment

This paper, co-authored by Jekaterina Kartasova (MDX) et al. investigates the impact of the COVID-19 on financial markets and economics. The main object of this study is to identify the relationship between COVID-19 pandemic, financial markets and economic sentiment. Authors analysed the main impact of COVID-19 pandemic using two different frameworks: micro and macro. Micro-level is focused on the sentiment of different sectors and the macro level is focused on broad economic sentiment and tendencies in financial markets. The object of the research is the European financial markets and economies. Based on the research results, it became obvious that different countries react in different ways to the COVID-19 pandemic. Also different tendencies in the construction sector compared with broad economic sentiment have been noticed. The research has shown that the mood of consumers is not as volatile as in the business segment.

Published in *Economy & Business*.

Post COVID-19 and business analytics.

This paper, co-authored by Suman Lodh (MDX) and Monomita Nandy (Brunel University) highlights the way companies can apply artificial intelligence (AI) in the post-COVID-19 period. The authors show how AI can be advantageous to develop an inclusive model and apply to the businesses of various sizes. The recommendation can be beneficial for academic researchers to identify several ways to overcome the obstacles that companies may face in post-COVID-19 period. The paper also addresses few major global issues, which can assist the policy makers to consider developing a business model to bounce back the world economy after this crisis is over. Overall, this paper enhances the understanding of stakeholders of business about the importance of application of the AI in businesses in a volatile market in post-COVID-19 period.

Book chapter published in *Intelligent Systems and Methods to Combat Covid-19*.

DEPARTMENT ON MANAGEMENT, LEADERSHIP AND ORGANISATION

RESEARCH PROJECTS FUNDED

The ‘inclusion’ challenge: UK social integration of low-skilled and low-waged migrant workers during the pandemic

Miles, L. (Westminster) and Freeman, T. (MDX).

Many of the 2.4 million EU and 1.3 million non-EU migrant workers in the UK (ONS, 2020) originate from low and middle-income countries and work in low-skilled and low-waged (hourly rate of £8.85 or less; ONS, 2020) sectors. Social distancing and lockdown measures enforced during the coronavirus emergency have threatened their livelihoods. Yet, they remain excluded from social protections available to UK citizens. The Government’s approach toward supporting these migrant workers remains ambiguous. In this pilot study we will explore an approach to making policy planning more inclusive – to enable these migrants to take full part as members of their communities. We will interview migrant workers to explore barriers to inclusion and how they manage specific difficulties that arise due to coronavirus. We will also interview respondents from migrant NGOs, employers/businesses, unions, service providers and relevant government departments (hereinafter stakeholders) to explore the policy implications of such exclusion, and apply consensus-building techniques with stakeholders and migrant workers to identify priorities for policy change.

Funded by: Quintin Hogg Trust (£10k). July 2020 – June 2021

RESEARCH PROJECTS SUBMITTED

General practitioners making sense of disruptions during and after COVID-19: a qualitative study of affect

Dashtipour, Parisa. (MDX)

The transition of the clinical encounter from mainly face-to-face to remote consultation via phone or online is the most notable disruption sparked by the COVID-19 crisis in general practices. Building on a pilot study (2018) that highlighted GPs’ sense of isolation at work, the aims of the current study are: 1) to explore how GPs make sense of working in physical isolation from colleagues and patients, and of other ongoing disruptions due to COVID-19; 2) to unearth the aspects of their work that are affectively charged and; 3) to investigate how GPs articulate their experiences of disruptions within a collective frame. This longitudinal study will carry out qualitative critical incident interviews two times with the same GPs within a year and two focus groups. A psychosocial approach is adopted that views affect as interconnected with the concrete experience of work and organisational and socio-political structures. The results will highlight the strategies GPs establish to manage the affective challenges posed by the disruptions over time, and the effect on their ability to work well. This will allow the identification of the organisational support required to help GPs manage the difficulties they face and develop satisfaction in their work.

Funder: Royal College of General Practitioners (£35k). November 2020 – January 2022

Harvesting in a pandemic: the vulnerability of migrant seasonal agricultural workers in the UK and New Zealand to modern slavery

Pizzolato, N. (MDX), Sepulveda, L., (MDX), Stringer, C. (Auckland), and Burmester, B. (Auckland)

The pandemic has had a detrimental impact on food production and distribution and magnified health risks for those working in the agricultural sector. COVID-19 has interrupted labour supply chains globally, thus impacting on labour relations involving seasonal migrant workers. This

project looks at this phenomenon from the point of view of two advanced economies located in different hemispheres and that have different approaches to issues of labour migration, human rights and modern slavery: the UK and New Zealand (NZ). Both countries are, to a great extent, dependent on a seasonal migrant labour-force in the agriculture sector. COVID-19 has affected the way seasonal workers are being recruited, transported and allocated as well as their ability to return home. In the UK the pandemic compounded challenges associated with Brexit and in particular the proposed restrictions on the entry of low-paid workers into the UK. Overall, within the context of developed countries, the two cases offer contrasting contexts to evaluate the vulnerabilities to modern slavery of migrant agricultural workers. International institutions such as the ILO and the World Bank have emphasised the importance of implementing measures to support migrant workers caught in the midst of the pandemic. However, currently, apart from fragmentary media accounts, there are no exploratory studies based on empirical research on the conditions of migrant seasonal workers in the agricultural sectors in the UK and NZ since the onset of COVID-19. In our project we will interview a range of individuals from charities, the government, and businesses to help us to improve our scholarly understanding of the vulnerabilities in labour migration, as well as the concrete policies that can mitigate risk. We will also combine the analysis of the existing grey and academic literature, media coverage with our interviews as well as drawing from existing data sets on employment and immigration. Our study, therefore, will lay the basis for further research that will understand the impact of the pandemic on a segment of the working population particularly vulnerable to exploitation and to exposure to health and safety risks, recommend policy changes, and contribute to the activities of training, education and advocacy of our partners Gyros, Stronger Together, and Apples and Pears.

Funder: **Arts and Humanities Research Council (£64k)**. December 2020 – February 2021

Participatory policymaking: welfare needs of the UK's irregular migrant workers in the wake of COVID-19

Freeman, T. (MDX), Miles, L. (Westminster), Keles, J. (MDX), Granados, M. (Westminster), and Masino, S. (Westminster).

Irregular migrant workers make a significant contribution to the UK economy, often in low-skilled and low-paid employment. Yet, their migration status exposes them to potential abuse and exploitation in the workplace and renders them ineligible for welfare support. Concentrated within the hospitality, care and agricultural sectors, their welfare needs remain under-explored and do not inform welfare policy. Our project involves participants who are themselves irregular migrants, together with representatives from relevant NGOs, employer / trade associations and other relevant authorities. We will undertake research to identify the welfare needs of irregular migrant workers and test the feasibility of participatory policymaking with this especially vulnerable group. While participatory policymaking is uncontroversial, and many techniques are available, the extension of such an approach to irregular migrants with no legal right to remain poses many difficulties. Specifically, it requires that their anonymity be completely assured and yet enable them to indicate their policy preferences and priorities and engage in deliberation with other policy actors. To this end we will modify a widely-used priority setting approach – the Group Priority Sort (GPS) – so that participants do not need to meet each other, and yet may engage in deliberation via secure electronic platforms. The project provides a 'proof of principle' of the secure involvement of marginal groups in policymaking, with potential for wider applications with other marginal communities.

Funder: **Nuffield Foundation (£270k)**. August 2021 – July 2023

RESEARCH PROJECTS IN PREPARATION

Greening the recovery of the fashion industry: policies and practices for resilience and renewal in sustainable fashion

Werner, A. (MDX), Lyon, F. (MDX), Elf, P. (MDX), Black, S. (Univ. Arts, London), and Burcikova, M. (Univ. Arts, London)

Funder: **UKRI (£100k)**. January 2021 – March 2022

DEPARTMENT OF MARKETING, BRANDING AND TOURISM

RESEARCH PROJECTS IN PREPARATION

Evaluating the Effectiveness of UK Government COVID-19 Messaging from a Fear Appeal/Public Compliance Perspective: A Longitudinal Study

Athina Dilmeri, together with colleagues from Leeds University, is preparing this project whose aim is to investigate the impact of fear appeals on public messaging to citizen compliance in stay-at-home messages during the COVID-19 outbreak. The theoretical framework will be based on the Extended Parallel Process Model (EPPM). The EPPM is an integrated model for how fear appeals are processed in the human mind and used extensively to examine the effectiveness of communication messages in altering human behaviour through fear. We will gather longitudinal data from a survey of 1,600 randomly selected British residents in order to obtain measures of fear, threat, perceived self-efficacy, and the public's relative responses (such as danger control, fear control or no response at all) related to COVID-19. Additional longitudinal data with regards to stay-at-home' compliance behaviour of the UK public (i.e. their roaming behaviour and how often they flouted the suggested out-of-home movement regulations) in different periods of time during the pandemic will also be collected and analysed. Examining the phenomenon through a longitudinal study is of primary importance in order to understand how fear impacts human behaviour in a dynamic and constantly evolving environment. The ultimate goal is to evaluate the data in an attempt to develop alternative government communication strategies that may have a greater effect in the face of, either a second COVID-19 outbreak in the near future, or the emergence of other future pandemics.

PAPERS PUBLISHED

Competing during a pandemic? Retailers' ups and downs during the COVID-19 outbreak

This paper, co-authored by Charles Dennis (MDX) et al., examine the impact of the COVID-19 pandemic on retailers. Some retailers have reacted to the emergency immediately, displaying a plethora of different intervention types. The authors aim to synthesize the challenges that retailers are facing during the COVID-19 emergency. We do this from the perspective of both consumers and managers, with the goal of providing guidelines on and examples of how retailers can handle this unprecedented situation.

Published in *Journal of Business Research*.

The Gloomy of COVID-19 Shock in Hospitality Industry: Study of Consumer Risk Perception and Adaptive Belief in Dark Cloud of Pandemic,

As the new coronavirus (COVID-19) spreads globally, the hospitality industry is at the heart of implementing social distancing, a measure demonstrated to be effective in flattening the epidemic curve. Informed by the perceived risk theory, this research examines how the customer's perception of the shock of the coronavirus pandemic impacts on their beliefs, and how their beliefs could influence their anticipated emotions (negative and positive) which could affect their future desire towards visiting restaurants. Structural equation modelling was used to understand the research constructs' associations. This study provides two key suggestions: (i) that the hospitality industry is built on trust from their customers by supporting and resourcing consumers' self-protection behaviour and adoptive belief, and (ii) that the economic influence and the continuous uncertainty and transformation of the restaurant business need the enhancement of localisation strategies, practices and performance

Co-authored by Foroudi, Pantea (MDX), Tabaghdehi, S.A.H., and Marvi, R., published in *International Journal of Hospitality Management*

PAPERS IN PREPARATION

Hoping for a greater good: How sharing-economy can bounce back from e-service failure and global health crises in the new-normal

This paper, co-authored by Foroudi, Pantea (MDX), Tabaghdehi, A., and Okumus, F., study how

operational factors are associated with the COVID-19 pandemic and service failure; they focus on the impact of the peer-to-peer accommodation's recovery offer and revisit intentions and relationships termination, in the context of justice theory and fairness theory. This paper aims to develop a theoretical model which is underpinned by a complete understanding of the elements and consequences of e-service failure and the effectiveness of recovery strategies after the COVID-19 pandemic. Drawing upon a sample of 404 peer-to-peer accommodation (Airbnb) users and employing structural equation modelling, these findings suggest that managers and service providers need to focus on timely recovery and building stronger relationships with peers, to increase repurchase intention and post-recovery satisfaction, particularly after the COVID-19 pandemic. This could be implemented efficiently via the platform of social media. Moreover, this study offers specific theoretical and practical implications through providing a fair recovery strategy and responding competently in line with the fairness theory and justice theory to result in the satisfaction of both parties. Under review with the *Journal of Business Research*.

TEMPORARILY CLOSED: Impact of COVID-19 pandemic outbreaks on UK hotel and hospitality stock performance

As coronavirus (COVID-19) spread in March 2020, it crashed economies across the world, including in the UK. This study investigates the impact of the COVID-19 pandemic on the stock return of publicly listed hotels in the UK. By employing the event-study approach, this research (i) examines the FTSE100 stock market reaction to explore how the COVID-19 pandemic has affected the hotel and hospitality sector in comparison with the food and beverage sectors in the UK, (ii) employs the event study of two important days; the first case of COVID-19 was reported in the UK, and the first day of national lockdown. The results show that the recent pandemic in the UK has had a significant negative impact on hotel and hospitality companies. This article's findings could empirically help businesses to be better prepared for similar future pandemics.

Co-authored by Hosseini Tabaghdehi, A., Izadi, J., and Foroudi, Pantea (MDX). Under review with the *Journal of Business Research*.

RESEARCH PROJECTS FUNDED

Redefining low carbon productivity for a low carbon economy.

Middlesex University Centre for Enterprise and Economic Development Research (CEEDR) research project led by Dr Robyn Owen, with Theresia Harrer and Dr Suman Lodh. An ESRC Productivity Insights Network (PIN) 7 month project completed in September 2020. This research examined early stage Cleantech SME innovation financing during the first wave of COVID-19. The focus was on developing environmental impact metrics (EIMs) to more effectively bring together cleantechs, impact investors and policymakers to improve the UK cleantech SME innovation financing escalator. Whilst the pandemic has generated greater interest in environmental investment and most cleantechs and investors remained optimistic, particularly in raising seed finance, the study found delays in later stage larger Series A funding rounds (for pre and very early trading businesses) due to the current constraints on market development. This is a concern for policymakers since the Coronavirus Future Fund is directed at trading businesses.

Project funded by the **ESRC PIN network (£46,875)**.

Project details: <https://productivityinsightsnetwork.co.uk/projects-round-three/>

Sustainable finance and impact investment in Brazil.

Patrick Elf leads this project. The aim is to seek a deeper understanding of the existing early stage green and social innovation financing landscape in Brazil. Moreover, it aims to generate a link to existing research undertaken by Prof Robyn Owen and Prof Fergus Lyon at Middlesex University as part of the Productivity Insights Network (PIN) project. Initial interviews undertaken during early March 2020, just before the outbreak of the pandemic in Brazil, are currently being complemented with additional interviews to understand the implications of COVID-19 on the social innovation and impact investing ecosystem in Brazil.

Project funded by CUSP (£20,000)

The effect of scenario planning on individuals' perception of uncertain futures

Derbyshire, J. (Middlesex), Dhami, M. (Middlesex), Belton, I. (Middlesex), and Onkal, D. (Northumbria).

The ability to deal with uncertainty is of considerable importance, as evidenced by COVID-19. Scenario planning is a tool designed for broadening the perspective of decision-makers, ensuring they take account of highly-uncertain (i.e. low probability), but potentially highly-impactful futures. Yet, despite its long lineage, there remains a dearth of empirical evidence that it is effective in sensitising people to uncertainty, and little evidence to show how it should be implemented for maximum effect in this regard. Moreover, there is some evidence that the way it is commonly implemented currently may act in opposition to its intended purpose by narrowing decision-makers' perspectives on future possibilities. Furthermore, reflecting this empirical vacuum, there has been a proliferation of new scenario-planning approaches in recent years, but most are impractical, have little theoretical justification, and are inadequately tested. This project addresses these issues by using the findings from a series of controlled experiments to identify 'what works' in relation to scenario planning, setting out the implications for efficacious scenario planning designed to broaden decision-makers' perspective on the future, and leading to a set of empirically-derived theoretical foundations that can underpin its development into a mainstream decision-making tool.

Funded by: **SAMS/BAM (£133k)**. September 2020 – August 2022.

RESEARCH PROJECTS IN PREPARATION

Fostering Sustainable Practices

Fergus Lyon, Andrea Werner and Patrick Elf. This is a follow-up funding that will allow to conduct additional research together with the London College of Fashion, University of Arts, on Sustainable Fashion Design Entrepreneurs and their role in building back better (AHRC, timescale tbc). Estimated to be (£100k)

Regenerative Fashion Entrepreneurship – Building Resilience in British and Brazilian Fashion MSEs During and Beyond the COVID-19 Pandemic (AHRC-FAPESP, 18 months) (£150k)

Patrick Elf leads this inter-disciplinary research project, in cooperation with the University of Sao Paulo (USP), Brazil

A place Called Home

Patrick Elf Research project examining the potential of community led initiatives across the UK in a (post-)COVID-19 society. Submitted to the National Lottery Community Fund and IKEA UK & Ireland (12 months)

RESEARCH PROJECTS NOT FUNDED

Meeting the challenge of 21st-century policymaking: Demonstrating the added-value of complex-policy evaluation using the social-care system

Derbyshire, J. (Middlesex), Uprichard, E. (Warwick), Kunc, M. (Southampton), Naylor, A. (Future Care Capital), Bloomfield, P. (Future Care Capital), Magnusson, J. (Future Care Capital).

Unfunded by: ESRC (£200k).

The project applies existing methods in a novel way in order to demonstrate the added-value of complex-policy evaluation, and in so doing, contributes new policy thinking to alleviate the crisis in social care created by COVID-19. It creates a new scheme for assessing complex-policy evaluations and demonstrates new combinations of existing participatory-and-simulation based modelling methods. In meeting the ADR UK strategic steer, it links new administrative data for the first time, employing a novel machine-learning approach to assess precariousness in social-care provision in England. The project's various strands are pulled together through a Group Model Building exercise that identifies new policies that can increase stability in adult social-care provision in England. The project combines expertise from three universities and a third-sector Co-Investigator 'Future Care Capital'.

PAPERS PUBLISHED

Cross-fertilising scenario planning and business history by process-tracing historical developments: Aiding counterfactual reasoning and uncovering history to come

This paper by James Derbyshire investigates how scenario planning can be improved in order to increase preparedness for extreme events like COVID-19. The analysis addresses the paucity of history on management tools by discussing several important lineages in scenario planning's evolution over time, and the emphasis placed on historical analysis by some specific variants therein. Secondly, it describes how causal analysis can be enhanced in scenario planning by process-tracing important historical developments. Thirdly, it outlines how a

scenario planning that incorporates history in this way can assist historians to identify counterfactuals and understand the relative importance of alternative causes, thus enriching historical accounts. It can also enable business historians' research on the relationship between businesses and their external environments, and on management decision-making. In concluding, scholars of scenario planning and business history are urged to open a mutually-beneficial dialogue. The paper initiates this by setting out some ways in which they can cross-fertilise each other.

Published in: *Business History*.

PAPERS IN PREPARATION

(un)sustainable consumption in a disrupted society: Covid-19 and the new normal – An empirical study exploring changes to Brazilian consumer practices. Led by Patrick Elf in collaboration with Dr Caroline Verfuert, CAST Centre, Cardiff University, and Prof Carla Pesa Gomez, Federal University of Pernambuco (UFPE), Brazil, this research project aims to explore changes of consumption practices during the initial lockdown phase in Brazil and its potential to offer a pivotal moment to reconfigure existing lifestyles in the future. While existing unsustainable levels of consumption already present major challenges accelerating climate change and threatening sustainable development ambitions, further research in this field is urgently required with a growing middle-class in developing countries such as Brazil aspiring to join unsustainable Western consumption standards. We surveyed 1013 participants across Brazil during an initial lockdown phase during April 2020. We found that lockdown measures allowed Brazilians to reflect on their consumption practices. Yet, through the advanced digitalisation, consumption practices were broadly maintained during confinement measures. A first paper (forthcoming) will look at changes to consumption practices in Brazil, its effects on structural factors and review pathways that can drive sustainable development in a post-COVID-19 society.

OTHER COVID-19 RELATED WORK IN THE BUSINESS SCHOOL

BLOGPOSTS

Saturday night fever during a pandemic

By Michela Vecchi (MDX).

Live free and die: Sweden's coronavirus experience

By Pedro Serodio (MDX) and Sam Bowman (Director of Competition Policy at the International Centre for Law and Economics).

Small business surviving Covid-19 crisis: What we can learn from previous research

By Suman Lodh (MDX), Ainurul Rosli (Brunel University) and Monomita Nandy (Brunel University).

Efficacious oscillation model for SME: Strategies during Covid-19

By Suman Lodh (MDX) and Monomita Nandy (Brunel University).

Why Cleantech Investment Should be a High Priority Now and after COVID-19

By Robyn Owen and Theresia Harrer (CEEDER).

Brazil, lifestyles and lockdown: sustainable consumption in a disrupted society

By Patrick Elf (CEEDER), Caroline Verfuert (Centre for Climate Change and Social Transformation) and Carla Pasa Gomez (Federal University of Pernambuco).

Ten principles for building back better to create wellbeing economies post-covid

By Patrick Elf & his international team of researchers, (CEEDR)210

COVID-19 deaths and NHS staff. What can we conclude?

By Roger Kline (MDX).

The disproportionate deaths of NHS staff during COVID-19

By Roger Kline (MDX).

Better late than never

By Roger Kline (MDX).

NHS Covid 19 and health care worker deaths: questions that need asking

By Roger Kline (MDX).

The NHS response to BME staff's Covid deaths was late and lopsided

By Roger Kline (MDX).

After the speeches: what now for NHS staff race discrimination

By Roger Kline (MDX).

Ahead of the second wave: COVID-19 and BME staff

By Roger Kline (MDX).

INTERVENTIONS

A Comprehensive Coronavirus Recovery Model for Small Business

This is an evaluation of the financing needs of SME businesses, presented as a written evidence to the UK Parliament Committee (**COV0108 - The impact of coronavirus on business and workers** (2020)). The note was prepared by Suman Lodh (MDX) and Monomita Nandy (Brunel University).

Post-pandemic economic growth

A survey report on the impact of COVID-19 has been accepted in October 2020 as a written evidence UK Parliament committee (PEG0185). The evidence document outlines recommendations on potential support packages and areas of focus for the Government to consider, based on recent survey data, lessons learnt from the past, professional experience and respected academic models. The work was done by Suman Lodh, CI Projects Ltd., Gurnam Selvaraja (Brunel University), Monomita Nandy (Brunel University).

Covid 19 Risk assessment framework for NHS South East Region June 2020, by Roger Kline (lead author). This is a risk assessment tool for line managers whose staff is potentially at risk of contracting COVID-19. A video showing how the tool works can be accessed [here](#).