

Proceedings of the 2024 FoAHB Doctoral Conference

*with a Theme on “Exploring the SHAPE Disciplines:
Collaboration, Innovation, and Diversity in Arts,
Humanities and Social Sciences”*

University of Plymouth, UK
6-7 June 2024

Editors:
**Aira Patrice Ong, Kia Shackleton,
Jinghan Wang, George Simms**

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Welcome Message

Dear Colleagues and Doctoral Students,

On behalf of the Faculty of Arts, Humanities and Business at the University of Plymouth, I am delighted to welcome you all to the 2024 Doctoral Conference with a theme on “Exploring the SHAPE Disciplines: Collaboration, Innovation, and Diversity in Arts, Humanities, and Social Sciences”.

The Doctoral Conference provides a great platform for the Doctoral community to create a sharing culture, present research advances, gain valuable feedback and discuss plans for the next steps. More importantly, it is an opportunity for us to get together and celebrate our students’ progress. Being able to publish your PhD work in the Doctoral Conference Proceedings is a significant achievement.

I would like to thank all the people who have contributed to the success of this Conference. First, the Doctoral community has received consistent support and guidance from the Dean, Professor Chris Bennewith, and Associate Dean for Research, Professor James Daybell. The Conference Programme Committee has done a tremendous job to put together a two-day programme and have edited the Conference Proceedings with high quality, so thank you to Aira Ong, Kia Shackleton, Jinghan Wang and George Simms. We are very grateful for all the advice provided by the Advisory Board, comprising Dr Anya Lewin, Dr Lijun Tang, Dr Louis Halewood, Dr Wai Mun Lim, Dr Ulrike Hohmann and Rebekah Cunningham. Our thanks also go to the Organisation Committee, Xinyi Li, Rachel Horrell and Rebecca Mason, for the great amount of work you did for the Conference. Finally, I would like to thank Dr Sana Murrani for providing guidance to the Conference organisation during her period as the DDDC.

I wish you all a wonderful time at the Conference!

Professor Shaofeng Liu
Deputy Director of Doctoral College
Faculty of Arts, Humanities and Business

Preface

Welcome to the Proceedings of the University of Plymouth Faculty of Arts, Humanities and Business (FoAHB) Doctoral Conference. This Proceedings presents the abstracts of all accepted papers and posters showcased during this event held on 6-7 June 2024.

The conference is organised by a group of FoAHB PhD students, academic staff, school Coordinators for PGRs and Professional Doctorates.

The primary objective of the conference is to provide FoAHB doctoral students with a supportive environment to present their research findings, exchange ideas, and receive constructive feedback from peers and faculty members. Through this collaborative endeavour, we aim to promote interdisciplinary dialogue and contribute to the advancement of knowledge within the SHAPE domains (Social Sciences, Humanities, Arts, and Performance). It's a place where interdisciplinary discussions thrive, and where cutting-edge research takes centre stage.

We believe that this Proceedings represents a thoughtful selection of research papers and posters that strive to address the conference's main theme with balance and interest. We trust that readers will find the content both engaging and insightful.

Enjoy the publication!

The Editors:

Aira Patrice Ong, PhD in Business with Management

George Simms, PhD in Digital Arts and Technology

Kia Shackleton, PhD in Education

Jinghan Wang, PhD in Business with Management

Day 1 programme (6 June 2024)

Venue: PSQ Stonehouse Lecture Theatre

Join online: <https://plymouth.zoom.us/j/8902441930>

Zoom Meeting ID: 890 244 1930

Time	Event	Author/ presenter
09:45-10:00	Conference registration, networking, coffee/tea	
10:00-10:15	Opening and welcome remarks	Professor James Daybell Associate Dean for Research and Innovation
10:15-10:30	Invited speech: Transformational Leadership and Innovative Behaviour among Frontline Employees in The Egyptian Travel Agents	Dr Ahmed Hammad Faculty of Arts, Humanities and Business
	Oral presentation session 1 Chair: Dr Lijun Tang PGR Coordinator for PBS	
10:30 - 10:45	1 Enhancing Quality of Life Through Smart Public Transportation: Identifying Key Implementation Factors in Tehran and London	Shadab Bahreini
10:45 - 11:00	2 Exploring the factors affecting the internationalisation process of SMEs in the Sri Lankan market	Sumalka Mendis
11:00 - 11:15	3 Exploring Employability Perceptions and Influencing Factors Among Tourism and Hospitality Undergraduates: A Study from Guizhou Province, China	Jingyu Wu (video presentation)
11:15 - 11:30	Break	
	Oral presentation session 2 Chair: Dr Louis Halewood PGR Coordinator for SSC	
11:30 - 11:45	1 How Has Germany Dealt With The Built Legacy of Its National Socialist Past: A Case Study of the Norbert Wollheim Memorial at the IG Farben-Haus in Frankfurt am Main	Clare Gilbert
11:45 - 12:00	2 Ten Years Later: Police Forces still not on Target for Protecting Victims of Honour-Based Violence	Narissa MacLennan-Matthews
12:00 - 12:15	3 Rescued Lives: An Oral History of Contemporary Shipwreck Survivors	Daniel Jamieson
12:15 - 12:30	4 The Dead Female Body, Authorship and Archive:	Holly Peters



		Writing with the poetry and art of Elizabeth Siddall	
12:30 - 12:40		Director of Doctoral College's address	Professor Richard Yarwood Director of Doctoral College
12:40-13:30		Lunch and poster session (Poster) Full Value circle of Business Model for Health Technologies	Aira Ong
		Oral presentation session 3 Chair: Alexandra Carr Research Assistant and Doctoral Researcher	
13:30 - 13:45	1	Indigenous Religion and Political Governance in Nigeria: Towards the Resurgence of Yoruba Religion in the Public Sphere	Oluwaseun Olanrewaju
13:45 - 14:00	2	The Development of Collaborative Relationships between Disaster Relief NGOs: The Cultural Element	Christopher Phillips
14:00 - 14:15	3	"I feel like a ghost." How included do children and young people with chronic conditions feel at school, and what can we learn from their lived experiences of education?	Jen Shute (video presentation)
14:15 - 14:30	4	Further Applications for Mesopotopian Events	Tristan Verran
14:30 - 14:45	5	The Patient Chart in Poetry	Samantha Carr
14:45 - 15:00		Break	
		Oral presentation session 4 Chair: Mr Jinghan Wang PGR Representative	
15:00 - 15:15	1	A theoretical exploration of Perceived Exclusivity in the context of Cultured Meat and consumer attitudes	Guoste Pivoraite
15:15 - 15:30	2	Peer learning Support for the Creation of Closed-Loop Social Value Networks in Food Sharing Communities	Xinyi Li
15:30 - 15:45	3	Digital Festival Design and Phygital Audience Experience	Nadezhda Krasteva
15:45 - 16:00	4	The Impact of Talent Management on Process Innovation Implementation in the Upstream Oil and Gas Sector	Salim Al Daraai (video presentation)
16:00 - 16:15	5	Drivers of Blockchain Adoption in Agriculture Supply Chain of Nigeria	Ruth Goma
		Thanks for Day 1	

Day 2 detailed programme (7 June 2024)

Venue: PSQ Stonehouse LT

Join online: <https://plymouth.zoom.us/j/8902441930>

Zoom Meeting ID: 890 244 1930

Time	Event	Author/ presenter
09:45-10:15	Conference registration, networking	
10:15-10:30	Invited speech: The role of boundary agents in digital innovation in agricultural sector in Devon, UK	Dr Huilan Chen Faculty of Arts, Humanities and Business
	Oral presentation session 5 (Sustainability Collection) Chair: Ms Kia Shackleton PGR Representative	
10:30 - 10:40	1 Unearthing Bound Roots: Problematising Characteristics Hindering Transformative Education for Sustainable Development in British Further Education	Kia Shackleton
10:40 - 10:50	2 How illustration can foster civic engagement with the climate crisis - a case study	Devon Tipping
10:50 - 11:00	3 Creative Non-Fiction: Sustainable Storytelling as a Social Method of Inquiry	Emma Jordan
11:00 - 11:10	4 Exploring the impact of place on the Future-Expectations and Self-Concept of young people growing up in the coastal communities: How can the sustainable Blue Economy do more to support these coastal communities as they experience regional development?	Miriam White
11:10 - 11:30	Panel discussion of the presentations moderated by Ms Kia Shackleton	Kia Shackleton, Devon Tipping, Emma Jordan, Miriam White
11:30 - 11:45	Coffee/tea break	
	Oral presentation session 6 (Sustainability Collection) Chair: Ms Kia Shackleton PGR Representative	
11:45 - 11:55	1 The attributes of edible packaging perceived as sustainable packaging, and the impact of those attributes on consumers' willingness to purchase.	Rachel Adeoba

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 Faculty of Arts, Humanities and Business
2024 Doctoral Conference | 6-7 June

Exploring the SHAPE Disciplines: Collaboration, Innovation, and
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11:55 - 12:05	2	What areas need to be addressed with reference to incorporating the reduction of carbon emissions as part of nature-based solutions (NBS) within the adaptive reuse of urban housing projects in the UK?	Zahra Sharif Tehrani (video presentation)
12:05 - 12:15	3	Factors influencing Sustainability Practices in the New Product Development Processes of Manufacturers in the Nigerian Fast-Moving Consumer Goods Sector	Akintayo Akinrinsola
12:15 - 12:25	4	Incorporating Community of Practice (CoP) into Creating Shared Value (CSV) to Enhance Sustainability in the Ghanaian Cocoa Sector	Richard Asante
12:25 - 12:45	5	Panel discussion of the presentations moderated by Ms Kia Shackleton	Rachel Adeoba, Zahra Sharif Tehrani, Akintayo Akinrinsola, Richard Asante
12:45 - 13:45	Lunch and poster session		
		(Poster) Interactive storybooks	Byung Jae Park
Oral presentation session 7 Chair: Dr Anya Lewin PGR Coordinator for ADA			
13:45 - 14:00	1	The Online Perpetration of Hate Motivated Behaviours Towards Gypsies and Travellers	Sara Basnett
14:00 - 14:15	2	The Leeds Arcades Project: Creating Contemporary Myths	Patrick S. Ford (video presentation)
14:15 - 14:30	3	Non-League Football: An Alternative Fandom in the Neo-Liberal Era.	Thomas Jenkins
14:30 - 14:45	4	Bridging technology and language learning: The impact of digital storytelling	Byung Jae Park
14:45 - 15:00	5	My PhD Pen is Broken: A Narrative Inquiry into Imposter Syndrome in First-Generation Doctoral Students	Emma Jordan
15:00 - 15:15	Closing remarks		Professor Shaofeng Liu Deputy Director of the Doctoral College

Abstracts of Invited Speaker Presentations

Transformational Leadership and Innovative Behaviour among Frontline Employees in The Egyptian Travel Agents

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ABSTRACT

The tourism sector is one of the largest and most rapidly expanding industries globally, playing a pivotal role in the Egyptian economy, serving as a fundamental contributor to its national revenue. Regrettably, Egypt has faced considerable challenges to its tourism industry since 2010 due to terrorist incidents, attacks targeting tourist locales, and, more recently, the profound repercussions of the COVID-19 pandemic, significantly harming its appeal as a tourist destination. In response to these challenges, frontline employees' innovative behaviour (EIB) is significantly needed, given their direct interaction with clientele and pivotal role in addressing their needs. Consequently, their contributions are vital to the tourism sector's survival. Particularly, research indicates that transformational leadership (TL), innovative self-efficacy (ISE), and perceived organisational support (POS) exert notable influences on EIB. However, there remains a dearth of comprehensive models clarifying the interplay among TL, EIB, ISE, and POS within tourism travel agents, specifically in Egypt. Top of Form

Accordingly, this study explores the impact of TL on EIB among frontline employees in the Egyptian travel agents, mediated by ISE and moderated by POS. Using a sequential explanatory mixed methods design, 320 valid responses were collected for quantitative analysis using partial least squares structural equation modelling (PLS – SEM), aimed at analysing the causal relationships between the study's constructs. Subsequently, 25 interviews were conducted with frontline employees for qualitative analysis, aimed at thematically explaining unexpected quantitative findings. Quantitative results indicated positive impacts of TL's dimensions (except inspirational motivation) and ISE on EIB. Furthermore, all TL's dimensions positively affected ISE. Additionally, ISE significantly mediated the influence of both I.C and IM on EIB only, while POS significantly moderated the impact of I.C on EIB only. Afterward, the qualitative results justified the quantitative results.

The study's findings advance understanding of the interplay between TL and EIB mediated by ISE and moderated by POS among frontline employees in the Egyptian travel agents. Theoretically, they offer valuable insights into these dynamics within the tourism sector of developing countries, notably Egypt, a context often overlooked in prior research. Practically, they inform leaders and practitioners, frontline employees, and travel agents on enhancing TL's

behaviours, stimulating frontline EIB, and promoting organisational support practices for competitive advantage and resilience. Finally, the study outlines limitations and offers directions for future research.

Keywords: Transformational Leadership, Employee Innovative Behaviour, Innovative Self-Efficacy, Perceived Organisational Support, Egyptian Tourism Travel Agents, Mixed Methods.

The role of boundary agents in digital innovation in agricultural sector in Devon, UK

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ABSTRACT

Digital innovations have shaped the agricultural sector and it provides farmers with a diverse set of tools to boost their productivity and profitability. As one of the biggest agricultural counties in the country, Devon has been championing programmes to support the adoption and on-farm take-up of sustain innovations. The relation between knowledge sharing and sustained innovation adoption in this sector has been acknowledged by management scholars, but the pace is still slow as compared to other domains. There is further room to focus on how agency contributes to knowledge sharing for increasing digital innovation adoption. This study uses theoretical lens of boundaries to guide the data selection and interpret a rich dataset about boundary agents of digital innovation.

A qualitative approach in the agricultural sector in Devon is adopted. This study uses primary semi-structured interviews and thematic analysis to examine evidence for the role of boundary agents in the context of digital innovations for addressing knowledge boundaries in agricultural setting.

The study finds that a range of boundaries limit the capacity of agencies who are able to serve effectively in their mediating, bridging and brokering roles. Through the classification of boundaries, we explore opportunities for cultivating and legitimising the role of boundary agents for tackling these boundaries to manage digital innovation. This study provides guidance on what boundaries look like in practice, and thus provides guidance on synthesise these boundaries and characterise ‘who’ boundary agents are and what they do.

Keywords: Boundary theory; boundary agents; digital technologies; innovation; agricultural sector

Abstracts of Presentations

Enhancing Quality of Life Through Smart Public Transportation: Identifying Key Implementation Factors in Tehran and London

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ABSTRACT

Public transport in today's society is of great significance since it directly and indirectly affects individuals' Quality of Life (QoL). This study investigates the intersection of public transport and QoL and explores the important factors in applying smart technologies in public transport systems by studying two case studies: London and Tehran.

This paper focuses on the attributes of public transport which affect the QoL of users by providing a Public Transport Quality of Life (PTQoL) framework as well as examining this framework in Tehran. This framework is provided by a through literature review on QoL and public transport.

This research uses the user measure (Subjective Indicator) generated from Customer Satisfaction Surveys (CSS), that offer qualitative indicators of public transport service quality based on the users' perceptions and expectations. This study employs Importance-Performance Analysis (IPA) to evaluate passenger satisfaction and identify areas for improvement in Tehran's bus and metro systems, as perceived by passengers. Data collection involves conducting a survey through the JISC online platform, reaching out to over 1100 individuals in Tehran, resulting in 302 responses. The study has identified multiple issues that contribute to a negative perception of Tehran's public transportation system among its users.

London is studied to learn lessons from an advanced city in this area to find out smart technologies that are implemented in public transport of London to address the same issues that Tehran is facing. For this, document analysis and interviews with transport experts in London are used in this research. Moreover, the same methods are conducted in Tehran to find out Tehran's plans, priorities, and challenges in implementation smart technologies in its public transport systems. This study highlights the role of vision, governance, and passenger involvement as important factors in applying smart technologies in public transport in order to improve quality of life.

Keywords: Public transportation, Quality of Life (QoL).

Exploring the factors affecting the internationalisation process of SMEs in the Sri Lankan market

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ABSTRACT

This research aims to analyse the barriers that hinder the internationalisation of Small and Medium Enterprises (SMEs) in underdeveloped economies, particularly in Sri Lanka. SMEs play a significant role in the global economy, driving employment, economic growth and innovation. The study aims to identify the most important barriers for SMEs in developing economies and analyse the effectivity of policies and export promotion programs. Data collection was conducted using mix methods, including exploratory interviews and questionnaires. The qualitative data analysis revealed a significant number of barriers faced by Sri Lankan entrepreneurs, affecting their propensity to export. The quantitative data was analysed using PLS SEM, and the research also considered the impact of Covid19 on export propensity. The research focuses on identifying specific barriers present in an underdeveloped economy and comparing them with developed economies. The study highlights the importance of understanding the barriers faced by SMEs in internationalisation and their impact on the global economy. The research reveals a significant information gap in Sri Lanka, with limited government support for entrepreneurs. It seeks to understand policymakers' support and areas for improvement in internationalization for SMEs and entrepreneurs. The study also examines barriers faced by service sector industries, providing valuable insights for policymakers.

(Keywords: SME Internationalisation, Internationalisation, Sri Lanka, Barriers, Entrepreneurship, underdeveloped economies, South Asia)

Exploring Employability Perceptions and Influencing Factors Among Tourism and Hospitality Undergraduates: A Study from Guizhou Province, China

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ABSTRACT

This study explores the perceptions of employability and its influencing factors among undergraduate students majoring in tourism and hospitality in Guizhou Province, China. The objectives are: (1) to assess the employability perceptions of tourism and hospitality undergraduate students and (2) to identify the factors that influence their employability development. The research seeks to understand: (a) students' perspectives on the employability required for the tourism and hospitality industry, (b) the key factors influencing employability development among these students, (c) the support provided by universities for students' employability development, and (d) whether the student is involved in employability development activities offered by the university and what benefits they recognize.

Employing a qualitative approach, semi-structured interviews were conducted with students majoring in tourism or hospitality management in Guizhou. The research commenced in September 2023, with the researcher approaching seven universities. Following a screening and contact process, the final list of participating universities was narrowed down to four. The interview sample includes 10 university personnel, encompassing management, faculty, staff responsible for academic affairs, and those involved in student internship arrangements. Additionally, 28 undergraduate students majoring in Tourism Management and Hospitality Management participated in the interviews. Interviews were completed by the end of October 2023, marking the conclusion of the data collection phase. Thematic analysis yielded comprehensive insights. Focused on the Guizhou context, this study contributes to understanding students' employability in the tourism and hospitality sector, informing educational practices, policy decisions, and industry expectations.

Keywords: Tourism and Hospitality; Students; Undergraduates; Employability; Guizhou Province; China

How Has Germany Dealt With The Built Legacy of Its National Socialist Past: A Case Study of the Norbert Wollheim Memorial at the IG Farben-Haus in Frankfurt am Main

Clare Gilbert
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ABSTRACT

The aim of this research project is to analyse the development process of a particular Holocaust site of memory, the Norbert Wollheim Memorial, at the IG Farben-Haus in Frankfurt am Main and to use this as a way of evaluating the success or failure of Germany to come to terms with its traumatic past as perpetrator of the Holocaust.

Using newspaper reports, public records and correspondence, this research uses this in-depth case study as a point of entry into the prevailing public mood towards creating a new site of memory immediately post-reunification at a location with a challenging past. The campaign to have the memorial created generated a sense of unity between the campaigning Holocaust survivors, but also with a wider, multi-generational circle of people who shared their sense of urgency in ensuring that the regeneration of the IG Farben-Haus did not ignore its darker history. My research also questions what ‘coming to terms with the past’ meant for this memorial and the IG Farben-Haus, in whose grounds the memorial was created, and whether it can now be viewed as a success or failure. It evaluates who supported the project and who contested it, and what motivated them. Finally, it analyses what can be determined from this long and complex debate concerning wider Germany’s success or failure to come to terms with its traumatic past and whether, fifty years on from the end of the Holocaust, much has been learned about the way this past could best be acknowledged.

Keywords: Holocaust, Remembrance, Memory, Architecture, Legacy

Ten Years Later: Police Forces still not on Target for Protecting Victims of Honour-Based Violence

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ABSTRACT

Honour-based violence (HBV) has seen sustained increases within post COVID-19 figures (Siddique, 2024), despite national force-wide training in attempt to educate and sensitise officers on the matter. This poster aims to present a visual perspective on the last decade's approaches by police forces in response to HMIC's report 'The depth of dishonour: Hidden voices and shameful crimes' (2015), using recent data presented in reports by HMICFRS on 'Police effectiveness, efficiency and legitimacy' to support contrasts made. This will be in effort to illuminate the widespread and frequent nature of national HBV crimes, which have historically been unaddressed and underreported within England and Wales. Viewers of this poster will gain insight into statistical data demonstrating the frequency of HBV, alongside observations made on demographic compositions within victim profiles. This will further highlight the discrepancies in gender reporting of HBV, drawing focus on both female and male victims, as male victims have been significantly misunderstood in past rhetoric.

Keywords: Honour-based violence, honour-killings, male victims, criminology

Siddique, H. (2024) 'honour-based' abuse in England increases 60% in two years, The Guardian. Available at: <https://www.theguardian.com/society/2024/apr/07/honour-based-abuse-in-england-increases-60-in-two-years> (Accessed: 30 April 2024).

HMIC (2015) The depths of dishonour: Hidden voices and shameful crimes - an inspection of the police response to honour-based violence, forced marriage and Female Genital Mutilation, His Majesty's Inspectorate of Constabulary and Fire & Rescue Services. Available at: <https://hmicfrs.justiceinspectors.gov.uk/publications/the-depths-of-dishonour> (Accessed: 30 April 2024).

Rescued Lives: An Oral History of Contemporary Shipwreck Survivors

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ABSTRACT

Sea traffic around U.K. shores in the 21st century is higher than ever, with the volume of goods transported having increased fourfold since the 70s and 100,000 cargo ships now plying the oceans. Also, a growing number now take to the sea for leisure and many migrants currently seek to circumvent border controls by making crossings in small boats. As a result, a significant number of sea travelers continue to experience shipwreck. An average of two merchant vessels sink a week and at least 30,000 migrants have drowned at sea since 2014 attempting to enter Europe. However, societal awareness of life at sea, and of shipwreck, is at a low ebb.

Popular interest in seafarers' experiences has been much higher in previous times - from the 16th to the 19th century, shipwreck narratives featured regularly in popular print, and fiction inspired by these accounts burgeoned throughout the era. Nowadays, very little, factual or fictional, is written about those alive today who have survived the experience.

My aim is to explore how to write contemporary shipwreck survivors' stories in a vivid and accessible way. I will do this by gathering 20 oral history interviews with survivors, then, with their oversight and collaboration, I will edit and arrange their words into a collection of short stories. My approach will be informed by: popular shipwreck narratives of 16th – 19th centuries; the oral history writings of Studs Terkel and Svetlana Alexievich; Katherine Scanlan's prizewinning 2023 oral history novel, *Kick the Latch* and Verbatim Theatre techniques.

This research will bring into historical record 20 new oral history interviews with the relatively hidden constituency of living shipwreck survivors. It will also contribute to the fields of oral history and creative writing by bringing a fresh approach to mediating the stories people tell succinctly and accessibly. This approach aspires to be useful in mediating collections of oral history interviews in general to broad audiences.

Keywords: Oral History, Shipwreck Survivors, Shipwreck Narratives, Short Stories, Accessible, Popular.

The Dead Female Body, Authorship and Archive: Writing with the poetry and art of Elizabeth Siddall

Holly Peters

School of Society and Culture

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ABSTRACT

This paper presents a poetic inquiry that explores the critical significance of Elizabeth Siddall's poetry and art with a focus on gendered death and dying. After her death, Siddall's body was exhumated to retrieve a book of her husband's, Dante Gabriel Rossetti, poems. Siddall's dead body was mythologised by Rossetti's agent, Charles Augustus Howell, who claimed she was as beautiful as ever. Therefore, despite her own artistic and poetic talent, her notoriety stems from the circumstances of her death. This has influenced the limited critical reception of her work and underscores how the dead female body is inscribed with a cultural weight that is deemed more significant than that of living female bodies.

This poetry confronts a systemic problem, both historic and contemporary, where representations of the dead female body have been normalised as a passive and neutral space for the living to police female behaviour. Therefore, the poetry employs critical and creative forms to evaluate how Siddall's poetry and art conforms and resists these objectified and idealistic portrayals of the dead female body. Central to this exploration is an examination of how literary and historical archival material defines how Elizabeth Siddall can be known and limits the extent of this knowing. This raises questions of authorship, particularly concerning the subjective preservation and curation of history. However, this also speaks to the appropriation of Siddall's poetic voice through posthumous edits by her brother-in-law, William Michael Rossetti, and the implications of a contemporary poetic voice intervening within the archive and Siddall's work.

In navigating these complexities, the paper explores how techniques of patchwork and found poetry enables the author to write with the voice of Elizabeth Siddall, rather than for her by appropriating or ventriloquising her voice. Through this poetic lens, the inquiry reflects on nineteenth-century anxieties and attitudes towards gendered death, the romanticisation and aestheticization of the dead female body and the critical importance and relevance of Siddall's work in contemporary discussions of these issues.

Keywords: Poetic inquiry, Elizabeth Siddall, Victorian, gendered death, authorship, archive.

Indigenous Religion and Political Governance in Nigeria: Towards the Resurgence of Yoruba Oluwaseun Olanrewaju

Religion in the Public Sphere

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ABSTRACT

The apparent adulation of Christianity and Islam in governance through policies and institutional practices at the expense of African Indigenous Religion, manifestly and poignantly contradicts the intention of section 38 of the 1999 Constitution of the Federal Republic of Nigeria, especially as it relates to the freedom of religion. Over the years, successive governments have maintained that Nigeria is a secular state despite the obvious political subjugation and numerous confrontations against the adherents of Indigenous Religion by Christian and Islamic faithfuls. Research findings in recent years reveal that not only is the religious belief system and liturgical practices of Yoruba Indigenous Religion (Isese) declining among the Yoruba peoples in South-Western Nigeria, but in a profound way, Isese is practically disappearing from the public sphere. In many ways, the palpable disappearance of Isese from the public sphere denigrates the Yoruba Indigenous Knowledge System, and indicative of its silencing.

Against this background, this paper examines the impacts of political governance on Isese across the six states that constitute the South-West geo-political region of Nigeria. The paper draws on coloniality as its conceptual and theoretical framework. In addition, it utilizes the constitution as a primary source, and relies on secondary sources of data derived from textbooks, articles, newspapers and political commentaries to analytically engage the subject matter. It is widely acknowledged in Yoruba religious literature that Isese is disappearing from the public sphere because of the intense spread and expansion of Christianity and Islam in post-independent Nigeria. Conversely, this study argues that the perennial confrontations against Isese adherents, its subalternization and unprecedented disappearance from the public sphere are inextricably and intricately interconnected with governments' actions and inactions that endorse biased public perceptions on the transcendental supremacy of Christian and Islamic theological beliefs and practices. Hence, it recommends the deinstitutionalization of Christianity and Islam within the framework of political governance towards the resurgence of Isese in the public sphere.

The Development of Collaborative Relationships between Disaster Relief NGOs: The Cultural Element

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ABSTRACT

Background: Collaborative disaster responses between NGOs can be more effective in delivering aid when compared to responses conducted by organisations operating individually. However, despite the benefits of collaboration, it is frequently noted that it can be challenging for NGOs to establish collaborative relationships due to certain barriers. A prominent yet persistent barrier found commonly to harm the development of such relationships concerns the cultural differences that can exist between NGOs, and given the vast range of organisations that operate throughout the world, the cultural differences between them can be significant.

Aim: This study aims to explore the constituent elements of ‘culture’, and investigate ways through which the collaboration-based challenges surrounding NGOs’ cultural differences can be approached.

Method: A systematic literature review of the published academic literature is first conducted to gain an understanding of the existing research and debates surrounding cultural differences, and how these can hinder collaboration amongst NGOs. After identifying the core dimensions of culture, and the collaboration-based challenges associated with each of these, interviews are conducted with senior leaders from ten NGOs to investigate how such challenges can be approached and overcome in order to facilitate the development of collaborative relationships. The interview transcripts underwent a thematic analysis.

Results: The systematic review identified three core dimensions of culture – organisational, national and religious. The subsequent results from the thematic analysis reveal that these three cultural differences can instead act as positive learning opportunities for NGOs by helping to spark the dialogue which enables them to gain a clearer and more comprehensive understanding of one another. Conversely, such dialogue is frequently absent when partnering NGOs with seemingly similar cultures assume complete compatibility, which can later result in cultural-based misunderstandings and conflict, potentially jeopardising the future of their relationship.

Conclusion: Although the cultural differences between NGOs are often perceived as a major barrier to collaboration, these can instead be viewed more positively; it is possible and, indeed, very beneficial for NGOs with markedly different cultures to collaborate.

Keywords: Collaboration, NGOs, Disaster Relief, Cultural Differences, Enablers

“I feel like a ghost.” How included do children and young people with chronic conditions feel at school, and what can we learn from their lived experiences of education?

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ABSTRACT

Children and young people (CYP) who have chronic conditions (CCs) are often unable to attend school on a full-time basis, or with regularity, nor able to take part in the full range of educational opportunities. This can impact on their educational outcomes, and limit their inclusion socially, pastorally, and even administratively. Rooted in the belief that we are all citizens of the world, that education has its roots in democracy and, therefore, that our role as educators is to ‘take students beyond the world they already know’ (Giroux, 2007, p3), a critical pedagogy lens will be applied to this research. A dialogic and problem-posing democratic praxis will be taken to offer a platform for young people as collaborators to share their unique insights at individual level and to articulate their vision for change. Using a praxeological methodology this research sets out to learn with these young people – as well as their parents-carers and school staff - about their lived experiences of education and inclusion using a collaborator-informed approach throughout, from planning to dissemination. This study will initially set up a Lived Experience Advisory Panel (LEAP) made of up of children and young people with chronic conditions to guide the research comprising a stepped mixed methods approach incorporating rapport-building, creative methods, and online surveys. Working to reflect a participatory approach, the LEAP will also collaborate in data analysis and in the dissemination of findings as a means to convey the key messages of how barriers can be overcome in the realms of practice and policy.

Keywords: children and young people (CYP), chronic conditions, education, inclusion, collaborator-informed

Further Applications for Mesotopian Events

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ABSTRACT

As part of my current research project, I have been investigating the practical applications of a theoretical place of creative intuition I have called ‘the mesotopia’.

A mesotopia is cultivated through experiential encounters with local sites which are then expressed through lyrical events. I believe that mesotopian thinking unsettles purely anthropocentric utopian or dystopian future visions, as well as romantic visions of arcadian pasts. I am troubled by ongoing trends towards future thinking that often reproduce disembodied abstractions as certainties. I argue that attending to local environments using a more embodied form of poetic intuition, as opposed to purely anthropic speculative devices of imagination, may present alternative modes of ecological coexistence. In essence, mesotopian events are an effort to engage with the true weirdness of the ecological quotidian.

My practice emerges from three fields of interest: firstly, the object-oriented ontologies of Graham Harman and Timothy Morton which provide me with robust theories upon which to rethink ecological encounters: secondly, my experiments with grammatical forms of our Kernewek language to codify alternative orientations to local environments: finally, I have been investigating the (meta)physical aspects of site-specific composition and performance to re-evaluate abstract and concrete forms of lyrical expression.

I have labeled this creative process, ‘Bardhek Practice’, from the Kernewek word *bardh* (poet). Through re-engaging with our Kernewek land and language in this way, I have been attending to the material present of our coastal regions while attempting to intuit, rather than imagine, past and future worlds.

Keywords: (FoAHB, Doctoral Conference, Creative Practice, Utopia, Ecological Writing, Cornish Language Studies)

The Patient Chart in Poetry

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ABSTRACT

This paper discusses autoethnographic/autopathographic poetry within chronic illness as expressed through the concept of the patient chart. The author explores issues of disease versus illness within the medical and social models of illness. The poetry explored includes both patient and clinician poetry to interrogate the different representation of disease and illness.

The patient poets include:

Yokota Hiroshi, a poet with cerebral palsy who wrote extensively from the 1960s which predates the disability rights movement.

Jim Ferris, a poet and disability studies scholar with a leg length discrepancy which was extensively treated with surgery and prosthetics.

Marian Fielding, a poet who wrote ‘Outpatient appointment at 11.40 a.m.’ in response to ‘the many tedious/terrifying times she has attended hospital in- and out-patient appointments¹.’

The clinician poets include:

Dr Rafael Campo, a poet and MD from Harvard Medical School who wrote ‘The Chart’ in response to his clinical practice.

Dr Glen Colquhoun, a New Zealand doctor-poet who wrote the collection ‘Playing God’ which examines the doctor-patient relationship.

Mr Miroslav Holub, a Czech poet and Immunologist whose writing includes reflections on medical, social and political issues.

Keywords: Poetry, Disability, Illness, Medicine, Patient-doctor relationship.

¹Fielding, Marian. ‘Outpatient appointment at 11.40 a.m.’ In Mackelden, A and Jaggard, D (Eds). *The Emma Press Anthology of Illness*. The (Emma Press. Birmingham), 2020, p.33

A theoretical exploration of Perceived Exclusivity in the context of Cultured Meat and consumer attitudes

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ABSTRACT

This theoretical work looked into the concept of perceived exclusivity within the currently developing Cultured Meat (CM) industry and its implications for consumer attitudes. CM, a novel alternative to conventional meat production, had gained increasing attention due to its potential to address sustainability and ethical concerns. However, consumer acceptance remained a crucial factor in its adoption. Perceived exclusivity, which includes elements such as perceived luxury, scarcity, premium pricing, accessibility, celebrity endorsements, and sensory appeal, appeared as a determinants of consumer attitudes towards cultured meat products. Drawing on the review of existing literature, this exploration examined the varied nature of perceived exclusivity and its relationship with consumer behaviour. By analysing studies across different contexts, including the food industry and beyond, this study aimed to identify and understand the dimensions of perceived exclusivity and their influence on consumer attitudes towards CM. Furthermore, the review identified research gaps and areas for future exploration, offering insights into potential avenues for advancing the understanding of perceived exclusivity in the context of cultured meat. Through a synthesis of existing literature and theoretical frameworks, this study contributes to the knowledge on consumer behavior and food innovation. By exploring the role of perceived exclusivity, it provides valuable insights for industry practitioners, policymakers, and researchers seeking to understand consumer attitudes and potential intentions towards CM products. Overall, this work offered a comprehensive examination of perceived exclusivity in the CM context and its implications for shaping consumer attitudes in the evolving landscape of food innovation.

Keywords: Perceived Exclusivity, Consumer Attitudes, Food Innovation, Cultured Meat

Peer learning Support for the Creation of Closed-Loop Social Value Networks in Food Sharing Communities

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ABSTRACT

Hunger is both a violation of human dignity and a barrier to social, political, and economic advancement. In order to address food insecurity and achieve food redistribution, many countries have implemented food sharing initiatives. Various food sharing projects have been established, as well as food sharing organisations and food sharing communities have been introduced to the public. There has been growing interest in investigating the pursuit of social value creation in communities and networks. However, local food sharing communities continue to face challenges in gaining social acceptance and creating social value. Thus, there is an urgent need for research to explore solutions for enhancing the social value of food sharing communities and bolstering their capacity and resilience to meet the growing demand of societal benefits. By emphasising the importance of creating, capturing, and reinvesting social value into food sharing communities and establish a closed-loop circuit, it can enhance the communities' resilience and sustainability and foster long-lasting benefits.

To address this gap, this research aims to propose a peer learning framework to support the creation of closed-loop social value networks within food sharing communities. Peer learning has been widely advocated by scholars and policymakers as an effective approach across various domains, including education, health, and finance. In this case, peer learning can play an integral role in facilitating knowledge sharing, removing knowledge boundaries, and creating social value in food sharing communities. It is a multi-way, mutually beneficial approach that can build knowledge and skills through action and experience, co-create social values, and accelerate knowledge sharing and acquisition. This study holds the potential to contribute significantly to the cultivation of more resilient food sharing communities, fostering enhanced social cohesion, community engagement, and empowerment.

Keywords: food sharing, social value creation, peer learning

Digital Festival Design and Phygital Audience Experience

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ABSTRACT

The current trends in artistic festival design are results of rapid changes triggered by COVID-19 pandemic. Sustainable growth of the festival industry requires adequate reflex on collaborative arrangements, technological implementation and diversity in the arts. Virtual visits and application of tools relevant to extended reality refer to the definition of “phygital” as a third reality of end-user experience, combining the characteristics of physical and digital settings.

Specifics of the curatorial process and spectators’ perception in hybrid artistic events started to attract more intensive academic attention, seeking a wider range of answers. This study contributes to the discussion in the literature regarding the futuristic vision of virtual events from 2007 proposed by Donald Getz and revised by Hugues Séraphin in 2020. It challenges the statement that they cannot be a substitute and argumentatively considers the phygital concept as holistic approach applicable to the virtual festival realm.

The research employed comparative analysis of dataset to illustrate the tendency of digital festival content on the European festivalscape. Recorded impressions using autoethnography method and semi-structured interviews enabled review from the perspective of audience, creative and festival professionals.

The findings reveal the ratio of festivals with digital content performed in 2019 and 2023. Selected examples demonstrate the deformation of festival chronotope and question the substance of digital festival edition. Is it a subject of abstract cognition after “play”, “pause” and “on demand”, or it is a topological version of the real spatial and temporal phenomena?

The study may influence festival curators and managers aiming to enrich the sensoriality in virtual space. It will broaden the path for future research projects in the festivity field.

Keywords: Audience, Chronotope, Event, Digital, Festival, Phygital

The Impact of Talent Management on Process Innovation Implementation in the Upstream Oil and Gas Sector

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ABSTRACT

Purpose – The successful implementation of process innovation relies heavily on efficiently executing talent management practices. It is crucial for organisations to strategically attract, develop, and retain individuals who possess the necessary skills and expertise to carry out process innovations proficiently. The purpose of this research is to build and evaluate an extensive theoretical framework regarding talent management practices within the Upstream Oil and Gas industry. These practices encompass talent attraction, talent development, and talent retention, and their respective impact on the effective implementation of process innovation.

Methodology – based on a pragmatism research philosophy and deductive approach to theory development, the mixed method – include quantitative and qualitative – has been adopted in this research. This study implemented a mixed-method research study using a sequential explanatory approach. The 291 questionnaires have been received from senior management, middle management, and supervisors. The collected data has been analyzed through Partial Least Squares Structural Equation Modelling (PLS-SEM) to examine the hypotheses of this research. The finding in this abstract is based on quantitative data only. The qualitative data has not been collected yet.

Finding – the results support all the research hypotheses. Also, the findings demonstrate that all talent management practices (attraction, development, retention) positively and significantly impact the implementation of process innovation.

Practical implications - Companies can gain significant benefits by strategically prioritising the attraction, development, and retention of skilled personnel. It is recommended that companies place strong emphasis on targeted recruitment strategies that align with the constantly evolving technical demands of the sector, as this will help attract highly skilled professionals. In terms of talent development, allocating resources to ongoing education and upskilling initiatives can provide employees with the necessary skills to innovate and adapt to changing circumstances. Ultimately, the effective implementation of talent retention strategies, such as opportunities for career advancement and competitive compensation packages, is essential for maintaining a motivated workforce committed to achieving organisational goals. The adoption of these

practices will foster process innovation and ensure the maintenance of sustainable long-term competitive advantages in an industry experiencing rapid evolution.

Originality - By providing empirical evidence that supports the positive impact of integrated talent management practices on process innovation, specifically within the upstream oil and gas sector, this study makes a valuable contribution to the existing body of knowledge. Unlike previous research that has focused on analysing these strategies individually or within different industries, this study takes a comprehensive approach by examining three crucial dimensions of talent management. The findings also highlight the importance of adopting a holistic approach to talent management, which is crucial for promoting a culture of creativity and improving operational effectiveness in industries characterised by significant volatility and rapid technological advancements. In addition to filling a significant gap in the literature, this research offers a comprehensive understanding of how human resource management can be used as a strategic tool to drive innovation in the oil and gas industry.

Keywords: Talent attraction, Talent development, Talent retention, Innovation, Process innovation implementation, Sustainability

Drivers of Blockchain Adoption in the Agricultural Value Chain of Nigeria

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ABSTRACT

Achieving sustainable food systems is becoming a growing concern globally because of the numerous problems affecting the agricultural value chain (AVC). Prevailing societal issues like food waste, food fraud, food safety and food quality affect different stages of the value chain it is therefore essential that these issues are tackled in the AVC using advanced technologies like the blockchain. Though blockchain technology has the potential to improve sustainable food systems but the technology is still within the early stages of adoption especially in the agricultural sector of Nigeria.

The purpose of this research is to identify blockchain adoption drivers to achieve sustainable food systems in the agricultural value chain of Nigeria. Adopting a systematic literature review, this qualitative study is conducted based on the Technology-Organisation-Environment (TOE) framework for blockchain adoption drivers in Nigeria. A conceptual framework is developed based on the literature review. Using a semi-structured interview, this study will gather practical insights from different stakeholders of the Nigerian agricultural value chain on the drivers of blockchain adoption. A multi-method approach of thematic analysis, total interpretive structural modelling (TISM) and fuzzy cross impact matrix multiplication applied to classification (MICMAC) will be employed to analyse the qualitative data collected. Research results will identify blockchain drivers according to the three clusters TOE; establish the kind of relationship that exists between the clusters; prioritise and recommend the most important drivers for blockchain adoption in Nigeria.

Keywords: blockchain technology; sustainable food system; agricultural value chain

The Online Perpetration of Hate Motivated Behaviours Towards Gypsies and Travellers

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ABSTRACT

There are research and studies involving Gypsy and Traveller communities and the consequences of them being targets of hate crime and the harms received by them (James, 2020). However, there has been limited research into the online perpetration of hate and how this has contributed to the victimisation of Gypsies and Travellers. The everyday nature of online hate aimed at Gypsies and Travellers has allowed it become the last acceptable form of racism. A commissioned survey by Stonewall, found Gypsies and Travellers, alongside asylum seekers, were the most hated societal group (Ryder, 2015). They have historically been subject to extermination and expulsion and within modernity subject to assimilation and social control policies. In response to these discriminatory pressures on their lifestyles there has been the juxtaposition of adaption, conformity, conflict, and evasion. Whilst other minority groups such as Black and Minority Ethnic (BAME), those physically impaired, and gay and lesbian groups have gained some advancement in social mobility and access to power, this advancement has not been matched within the Gypsy and Traveller community. This persistence of persecution and discrimination is so entrenched that the Commission for Racial Equality (2006) stated that Gypsies and Travellers are the most excluded minority group within British society today.

The image of Gypsies and Travellers portrayed through literature, media and research studies are most often conducted from non-Gypsy or Traveller individuals and can reinforce stereotypes due to a pre-conception based on unfounded information (Tracada, Spencer and Neary, 2014). This poster will give a visualisation of the scope of online hate being perpetrated towards Gypsies and Travellers, drawing from social media platforms, namely Facebook and Twitter.

Keywords: Gypsies, Travellers, hate, online, perpetration, social media

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The Leeds Arcades Project: Creating Contemporary Myths

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ABSTRACT

Historical myths appear to be either memories, oral histories, or distillations of observations and commentaries that convey morale lessons, cautionary tales, or are attempts to explain the world and humanity's experience. The intention of this study is to examine the Victorian arcades of Leeds and people's behaviour within them, investigating the possibility of creating contemporary myths to explain the current experience of everyday life and, if possible, how could these myths be performed? The study began with historical research on the arcades, along with ethnographic research looking at the visitors to the arcade and their behaviour within the arcade spaces. Observational sessions at various locations allowed for overheard snippets of conversations and awareness of activities and background sounds. Given my working thesis title as The Leeds Arcades Project: Creating Contemporary Myths, one of the initial research questions that needs to be addressed at this early stage is to determine what a myth is and in pursuit of this a review of the available literature on myth will be made so that the information presented by the relevant sources can be fed back into the study.

Keywords: The Arcades Project, Contemporary Myths, Observed Choreography

Non-League Football: An Alternative Fandom in the Neo-Liberal Era

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ABSTRACT

This paper discusses emerging findings from my PhD study of non-League English football fans, a fandom that has broadly been characterized by communitarian values, locality and, particularly, anti-consumerist rhetoric.

Neo-liberal, market-driven principles in football have had a far-reaching effect upon various aspects of the game, most notably the ways in which the fandom of professional football has developed to reflect a profoundly post-modern consumer society. While there is a large body of literature addressing the higher tiers of English professional football and beyond to explain this, this present paper contributes to the slowly developing field of non-League research. Against the backdrop of increasing commercialization in professional football, it seeks to explore what attracts supporters to the less commercial non-League and uncover symbolic meanings and rituals which may play a role in creating a sense of authenticity. Through extensive autoethnographic participant observation and semi-structured interviews with non-League supporters, a novel triangulation of methods in the field of non-League fandom research, this project sheds important new light on this alternative offer for football supporters in the English football pyramid. I argue that non-League fandom represents an alternative site free from heavily regulated stadia and the potential for less ‘imagined communities’, in relatively less commercialised spaces.

Thus, a more detailed understanding developed through thorough qualitative methods is necessary to address this long-ignored sample of supporters. Initial findings of the research confirm the previous literature themes in non-League research of communitarian values and anti-commercial rhetoric. However, early analysis would also suggest that there is a knowledge gap in football fandom beyond our extensive understanding of the elite leagues. This knowledge gap is to be addressed in this paper too assist in improving of understanding of the complexities of non-League fans. It details their variety of expressions of fandom and modes of participation such as that of community building, volunteering and ‘groundhopping’, against the backdrop of highly commercialised professional game.

Keywords: Non-League Fandom, Authenticity, Community, Commercialization.

Bridging technology and language learning: The impact of digital storytelling

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ABSTRACT

At a time when technology is increasingly permeating education (Heick, 2014), there remains a gap in understanding how creative storytelling can enhance the language skills of Key Stage 3 students in Educational Digital Storytelling (EDS) environment (Lambert and Hessler, 2018).

The research project, initiated to explore the enhancement of language skills in an Educational Digital Storytelling (EDS) environment, has been informed by feedback from academic and field experts on the important competencies required by learners in EDS contexts. The feedback has emphasised the importance of strengthening digital literacy, fostering critical thinking, and facilitating collaborative problem solving. In addition, rapid advances in AI and machine learning have identified the potential for creative storytelling to be integrated with various technological and artistic forms. This process has also demonstrated potential to facilitate project-based learning (PBL) and interdisciplinary education through EdTech. This prototype was also presented at Bett 2024 in London.

Conclusions are expected to provide implications for educators, policy makers and the wider educational research community (Kearney, 2011), further bridging the gap between technology and language education.

Keywords: Digital storytelling, Language learning, EdTech, Curriculum enrichment, Sustainable literacy development

My PhD Pen is Broken: A Narrative Inquiry into Imposter Syndrome in First-Generation Doctoral Students

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ABSTRACT

Through a written narrative inquiry into the lived academic experience of the researcher, themes of struggle, doubt, angst and fear emerged during the becoming of a new academic researcher, the first person in the family to attend university; the first in the family to step onto the level 8 pedestal. The idea of academic attainment met a troubled reality head on through narrative inquiry (Clandinin and Connelly, 2000) writing as a method of inquiry (Richardson, 2000) and conversation with other doctoral students who had also previously felt academically successful in qualitative research fields until they began a Ph.D. When your pen is broken in an exam, you raise your hand and ask for another one; when you feel broken as a writer, you talk to other writers and share stories until those voices are louder than that of the imposter.

Keywords: Narrative, Writing, Doctoral, Imposter, Storytelling, Creative

Abstracts of Sustainability Collection

Unearthing Bound Roots: Problematizing Characteristics Hindering Transformative Education for Sustainable Development in British Further Education

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ABSTRACT

Education for Sustainable Development (ESD) stands as a symbolic cornerstone in addressing the multifaceted challenges posed by global sustainability crises in environmental, social and economic spheres. In the context of the British Further Education (FE) sector, educators recognise the imperative of embedding ESD principles within curricula and pedagogical practices, however, evidence suggests that its integration within FE institutions' taught courses remains nonetheless sparse (Education and Training Foundation, 2021). Transformative education is understood to be hindered by the complex interplay of institutional dynamics and sector-specific pressures that FE presents (Smith & Duckworth, 2022); the same could therefore be supposed of the transformative nature of ESD.

This presentation synthesises existing literature to problematise the barriers hindering the effective integration of ESD in UK FE institutions, drawing on preliminary readings for doctoral research. Encompassing concepts of prevalent disciplinary silos, instrumentalist qualification-focused agendas, insular institutional constraints and FE's perceived role as a site for workforce socialization, the systemic barriers to transformative ESD within FE shall be illuminated. By critically examining the intersection of ESD principles and the haecceity of FE, this presentation aims to provide insights for practitioners, policymakers, researchers and any other interested parties seeking to advance sustainability education in post-compulsory education contexts.

Keywords: Further Education, Education for Sustainable Development, Transformative Learning, Sustainability.

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How illustration can foster civic engagement with the climate crisis - a case study

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ABSTRACT

This paper explores the power of illustration in fostering public engagement with the complex issue of climate change. Taking the ‘Creatures of Change’ project as a case study, an analysis of how illustration processes can engage civic communities in discussions of the climate will be disseminated.

Key local events framing the project include the removal of public access to Dartmoor and a resulting ‘right to roam’ campaign (Hodson, 2023), the removal of the Community Climate Centre from the city centre (Made in Plymouth, 2022), alongside the primary source of nature within the city centre – the trees of Armada Way – being cut down. Such instances were characterised by public anger and an ensuing legal battle against the city council that reached national news outlets (The Guardian, 2023). Within this context, there was much heated debate across communities regarding the future of Plymouth, the diminishing access to nature and the effects of the climate crisis.

Alongside and in response to these events, four workshops were run at different community locations across the city, inviting the people of Plymouth to come together and reflect on their experiences with the landscape by creating a ‘Creature of Change’. This activity positioned illustration as a method of participation that utilised story-telling, humour and play to take a fraught atmosphere and transform these emotions into something positive.

The ‘Creatures of Change’ project provides evidence of illustration's effectiveness in bridging the gap between wider climate initiatives and how the public engage with these changing landscapes. The project hopefully indicates the broader potential of illustration as a powerful tool for environmental advocacy and behaviour change, in a time when effective action is sorely needed.

Keywords: FoAHB, Illustration, Sustainability, Education, Climate, Communities

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Creative Non-Fiction: Sustainable Storytelling as a Social Method of Inquiry

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ABSTRACT

In 2015 the United Nations adopted The 2030 Agenda for Sustainable Development, featuring 17 goals, including the commitment to ensuring all human beings can enjoy prosperous and fulfilling lives. Quality education, lifelong learning and gender equality form part of the 17 goals. Demonstrating the power through writing and sharing creative non-fiction through talking and writing, an opportunity is offered to highlight the insights into people's lived experiences, across communities particularly of aging, sometimes isolated women. How can an evocative, sensory food memory from one person's childhood ripple to become a shared social experience of many reducing the barrier of isolation in rural and coastal communities? How can this shared social conversation evolve and ripple to include and empower others beyond the community.

Keywords: Creative Non-Fiction, Sustainable Storytelling, Lifelong Learning

Exploring the impact of place on the Future-Expectations and Self-Concept of young people growing up in the coastal communities: How can the sustainable Blue Economy do more to support these coastal communities as they experience regional development?

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ABSTRACT

Background: Coastal communities (CC) face a myriad of challenges due to their remote nature and experiencing decades of policy neglect from central government, resulting in many remote communities experiencing high levels of Multiple Deprivation and Social Exclusion. While these challenges impact almost all members of these communities, there is a growing body of research which aims to explore and address the additional challenges Young People (YP) living in these coastal regions face. Current data shows several coastal regions to be experiencing some form of educational disadvantage, with the Southwest having the widest attainment gaps in England. The remote nature of these CC's has been suggested to be one of the limiting factors affecting these YP's access to resources and opportunities, including educational, enrichment, and employment opportunities, thus negatively impacting their outcomes. In an attempt to address these regional inequalities and in recognition of the unique resources CC's have to offer, many redevelopment opportunities are currently being targeted towards these 'left-behind' areas. The Levelling Up agenda is funding large-scale Blue Economy (BE) based projects, in the hope these projects can offer the educational expertise, high value employment and economic resources these regions have been lacking in. However, additional research and support is required to ensure these resources are delivered in a self-sustaining and equitable manner, in order to narrow the attainment gap.

Research aim: This research aims to substantiate if living on the coast can have an impact on the Self-Concept (SC) and Future-Expectations (FE) of YP. In addition to exploring the coastal specific factors which impact SC and FE, to identify areas for BE based intervention with the aim of narrowing the attainment gap and improving YP's outcomes in these CC.

Methodology: Mixed Methods approach adopting an Explanatory Sequential Design.

Stage 1: Replication of Adolescent Future Expectations Scale study, to collect and analyse quantitative survey data. Exploring the relationships between coastal location of schools, SC, and FE, to determine if YP living in CC possess lower FE.

Stage 2: Collection of qualitative data through semi-structured interviews and arts-based research to explore the coastal specific factors impacting FE and SC, using Bronfenbrenner's Ecological System to structure the thematic analysis.

Keywords: Coastal Communities, Youth, Future-Expectations, Blue Economy, Mixed Methods, UK and Ireland, Regional Inequalities

The attributes of edible packaging perceived as sustainable packaging, and the impact of those attributes on consumers' willingness to purchase

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ABSTRACT

This dissertation investigates the attributes of edible packaging that consumers view as sustainable and examines how these characteristics affect the willingness of customers to purchase. The study addresses a significant gap in current research by focusing on edible packaging, a less explored area within the broader context of sustainable packaging solutions. Conducted against the backdrop of growing environmental awareness and the pressing need for eco-friendly packaging options, this research specifically targets the understudied market of Ghana. One solution that complies with consumer health, safety, and environmental consciousness is edible packaging, which combines innovation and sustainability. The heavy reliance on plastics for packaging is the driving force behind this research. Despite their practical advantages, plastics present serious environmental risks because they are not biodegradable and contribute to global pollution. The study emphasizes how important it is to move towards environmentally friendly packaging solutions that satisfy consumer demands for usability and visual appeal while also addressing environmental concerns.

The study's theoretical foundation is based on well-established theories of consumer behaviour. Specifically, it draws from Engel, Blackwell, and Miniard's (1990) Consumer Decision-Making Model, which offers a thorough framework for comprehending the steps involved in making consumer decisions. The stages of decision-making that are highlighted by this model are problem recognition, information search, alternative evaluation, purchase decision, and post-purchase behaviour. A mixed-method approach will be used in the study to assess the influence of different edible packaging attributes on consumer purchase intentions. These attributes include external factors like perceived environmental benefits and price, as well as internal factors like taste and health benefits. A survey aimed at consumers in Ghana who reside in Kumasi, Sekondi-Takoradi, and Accra Metropolis will be used to gather primary data for the study. The survey will specifically target those who frequently buy packaged food products. To assess the associations between the characteristics of edible packaging and consumers'

propensity to buy such goods, survey data will be statistically analyzed. Additionally, qualitative data will be examined.

The research's conclusions will shed light on consumers' attitudes toward edible packaging and highlight the key attributes influencing their decision to buy. This has the potential to direct producers and legislators in creating and endorsing consumer-friendly, environmentally-friendly packaging solutions. In addition to highlighting the importance of sustainable packaging in contemporary consumer markets, this study will add empirical data on the variables influencing consumers' acceptance and uptake of novel packaging solutions, such as edible packaging. The wider ramifications for business practices and environmental regulations in the packaging sector are also covered.

What areas need to be addressed with reference to incorporating the reduction of carbon emissions as part of nature-based solutions (NBS) within the adaptive reuse of urban housing projects in the UK?

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ABSTRACT

My research aims to address the incorporation of carbon emissions reduction (as part of Nature Based Solutions-NBS-) within the adaptive reuse of urban housing projects in the UK, focusing on professional behaviours, considerations, obstacles, challenges, benefits, and educational needs. Objectives include exploring stakeholder perspectives on suitability and identifying benefits, strategies, professional behaviours, considerations, obstacles, and educational areas. With the UK's urban housing sector responsible for 40% of carbon emissions and little existing research on this topic, the study utilizes systematic literature reviews, case studies, and semi-structured interviews to achieve its objectives, matching each objective with suitable methodologies.

The use of carbon emissions' reduction strategies in terms of designs, technologies and materials lead to environmental preservation and prevention of climatic change. Impact of carbon emissions from the urban areas upon the environment and climate change is highly significant because of the high rates of energy consumption and also because of the continuous expansion of the urban areas along with the life spans of existing structures. UK's Urban housing sector is responsible for approximately 40% of the country's total carbon emissions; while approximately 80% of the buildings in the urban housing sector are expected to last beyond 2050. The need for reducing carbon emissions during the adaptive reuse / repurposing of buildings is therefore relevant and important.

However, there is very little to almost no research on the subject of reduction of carbon emissions during the adaptive reuse projects in the UK. Existing research in the field is mainly aimed at determining the effectiveness of the designs, technologies and materials being used, while according little to no significance to the perspectives and opinions of all the relevant stakeholders in these projects.

Keywords: CO2 reduction, housing, retrofit, urban design, Nature based solutions, architecture

Factors influencing Sustainability Practices in the New Product Development Processes of Manufacturers in the Nigerian Fast-Moving Consumer Goods Sector

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ABSTRACT

This study investigates the factors influencing sustainability practices in the new product development processes of manufacturers in the Nigerian Fast-Moving Consumer Goods (FMCG) sector. This is due to a gap in the current understanding of the drivers, challenges, and strategies surrounding sustainability integration within the Nigerian FMCG sector's new product development processes. This paper presents the findings of the first phase within a sequential exploratory mixed methods design study. Based on a qualitative approach, the findings relate to an initial exploration of issues and practices relating to sustainable NPD within the Nigerian FMCG sector. A subsequent quantitative phase currently in progress, utilizes a survey instrument to collect additional data. The quantitative phase aims to complement and enhance the findings of the qualitative phase by providing statistical validation and generalizability of the identified themes and patterns related to sustainability practices.

Through qualitative interviews with 14 participants representing various organizations within the sector where saturation was reached after conducting 14 interviews by providing validation and generalizability of identified themes and patterns, data was collected and analysed to address four research questions. The study identified key drivers, organizational characteristics, strategies, initiatives, approaches, challenges, and barriers related to sustainability practices in new product development. Findings revealed that external factors, such as regulatory pressure and frameworks, consumer demand and awareness, industry competition, and international standards, play a significant role in driving sustainability practices within the sector.

Additionally, organizational characteristics, including the integration of sustainability into existing teams, cross-functional collaboration, and leadership commitment, were found to influence the adoption and implementation of sustainability practices. Various strategies and initiatives, such as employee safety policies, product packaging improvements, and sustainable material sourcing, were identified as organizational responses to the drivers of sustainability practices.

Furthermore, the study highlighted challenges and barriers, such as regulatory complexities, resource constraints, resistance to change, and consumer cost considerations, which hinder the effective adoption and implementation of sustainability practices. Overall, the findings from the first phase of this research provide provides insights into the complex interplay of factors influencing sustainability practices in the new product development processes of manufacturers in the Nigerian FMCG sector, offering valuable implications for policymakers, industry practitioners, and scholars aiming to promote sustainable development within the sector by identifying key factors of importance to sustainable NPD in this context, it also provides a foundation for the next phase of quantitative research.

Incorporating Community of Practice (CoP) into Creating Shared Value (CSV) to Enhance Sustainability in the Ghanaian Cocoa Sector

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ABSTRACT

Companies are constantly seeking new ways to bridge the gaps and tensions between business and society to reclaim legitimacy and unleash new growth opportunities. Existing literature on sustainability have proven that economic gains and societal value are intertwined therefore there is an upsurge in the application of shared value. Regrettably, many companies disregard stakeholder and community engagement prior to the implementation of shared value, which is a pillar alluded to by Porter and Kramer (2011).

This study presents the maiden empirical study to incorporate Community of Practice (CoP) into shared value to ensure sustainability in the cocoa sector due to the interconnectedness of the two concepts. According to Wenger et al (2002), CoP establishes a forum for knowledge sharing towards creating both economic and members' value while shared value according to Porter and Kramer (2011) creates economic and societal values.

The authors therefore opted to use qualitative research methodology to collect primary data from respondents comprising chocolate companies, other stakeholders as well as members from the cocoa-growing communities. We unflinchingly believe the findings will represent a substantial contribution to literature and shed light on how to efficiently integrate CoP into CSV to simultaneously achieve economic and societal benefits.

Keywords: Shared Value; Community of Practice; Sustainability, Stakeholder Participation; Community Engagement, Sustainability Policies

Poster submissions

Interactive Storybook for KS3 students

BJ Park, Year3 PhD student
 DoS: Dr. Janet Georgeson, Dr. Simon Webster

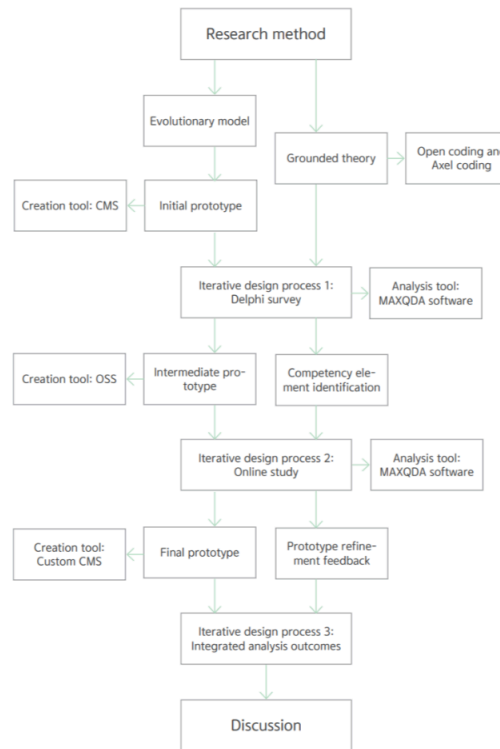
Bridging technology and language learning: The Impact of Digital Storytelling

This research aims to enhance language skills and educational diversity by developing an interactive digital storybook prototype for Key Stage 3 students (Smeda et al., 2014, Wu and Chen, 2020). The project explores the potential of digital storytelling tools in education (Hashim, 2018, Konig et al., 2020) and involves critical analysis, prototype enhancement, and deployment possibilities within a school curriculum (Wheeler, 2016, Blanchard and Allard, 2010; Jenkins, 2020; Contreras and Equia, 2017, van Dijck, 2009).

The research methodology framework is grounded in social constructivist theory (Kuckartz, 2019) and combines grounded theory, iterative design, evolutionary model, and Delphi survey for in-depth analysis (Corbin and Strauss, 2008; Mistrik et al., 2014; Pankaj, 2019; Pradhan et al., 2020; Thangaratnam and Redman, 2005). An online study of secondary school teachers and EdTech professionals has been used to refine research objectives (Krueger, 2014, Stewart and Shamdasani, 2014), and the collected data have been analysed with MAXQDA (Kuckartz, 2013).

Research methodology framework

This research methodology framework is grounded in social constructivist theory (Vygotsky and Cole, 1978, Lantolf, 2000), integrating iterative design processes and diverse research methods to provide in-depth analysis.



Recreating GCSE reading list: Interactive storybook as a pilot prototype

This research project, initiated to explore the enhancement of language skills in an Educational Digital Storytelling (EDS) environment, has been influenced by feedback from academic and field experiences required by learners in EDS contexts. This feedback has emphasised the importance of strengthening digital literacy, fostering critical thinking, and facilitating collaborative problem solving. In addition, rapid advances in AI and machine learning have identified the potential for creative storytelling to be integrated with various technological and artistic forms. This process has also demonstrated potential to facilitate project-based learning (PBL) and interdisciplinary education through EdTech. This prototype was also presented at Best 2024 London.

<p>1. Reading list <i>Animal Farm</i> by George Orwell</p>	<p>2. Story Arcs <i>Riches to Rags</i> A story about a boy who begins the plot in a fairly high place, but slowly their life develops until they are poor. Over this is a story of his former life.</p>	<p>3. About the story <i>Animal Farm</i></p> <p>One-liner summary A story about a boy who begins the plot in a fairly high place, but slowly their life develops until they are poor. Over this is a story of his former life.</p>
<p>4. Vocabulary by vocabulary.com</p> <p>Vocabulary lists 1 sentence 2 words 3 words 4 words 5 words 6 words 7 words 8 words 9 words 10 words 11 words 12 words 13 words 14 words 15 words 16 words 17 words 18 words 19 words 20 words 21 words 22 words 23 words 24 words 25 words</p>	<p>enscence <i>Animal Farm</i></p> <p>to be found At the end of the big barn, on a sort of raised platform, Major was already encountered on his bed of straw, under a lantern which hung from a beam.</p>	<p>5. Story Arc of the first story by Grace</p> <p>Hero's Character Arc Heroes, central to the narrative journey, undergo challenges and growth, reflecting the essence of storytelling across cultures and time. This is a search image</p>
<p>6. The story inspired - Hero's Character Arc using 'enscence' by Grace</p> <p>The first story Father of James written down in the local library 1st floor from early on the morning. He was actually a Batman being in Plymouth. Everyday, he works in the library for someone to see for help. At that time, a child approached him and said 'I want to write a story. Can you help me? He had to hold it because he was Batman.</p>	<p>7. The image inspired - Hero's Character Arc by Grace</p> <p>The Batman Batman, also known as Bruce Wayne, is a vigilante superhero in Gotham City who fights crime and takes on a rugged 'gality of affairs. This image is inspired by AI of James.</p>	<p>8. The first text driven video clip & AI composed tunes by Grace</p> <p>Batman Appears Lyrics by the first story of Grace Composed by AI Style of Music: Modern Electronic with a Field</p> <p>Please scan the QR code to see this video clip and AI composed tunes 1</p>
<p>mince <i>Animal Farm</i></p> <p>to walk closely At the last moment (Bible, the English, partly left when they saw Mr. Jones's pig, came running lightly to, clearing at a jump of sugar.</p> <p>the meaning of the words you know isn't everything.</p>	<p>9. Story Arc of the second story by James</p> <p>Villain's Character Arc Villains contrast with their complexity and play a significant role in shaping the hero's journey. They are the shadow counterparts to our protagonists, representing challenges that test the limits of heroism. This is a parody image inspired by George Orwell.</p>	<p>10. The story inspired - Villain's Character Arc using 'mince' by James</p> <p>The second story The child continued to spray water on him, as he was cowering pitifully out of the top floor. He muttered 'Because I am Batman. I can fight a child and I'm going to make him and the others to stand in the city. Anyway, he wanted to leave the top floor in a hurry to avoid the child's water attack. However, he instead his slip on the stairs and fell down. Someone approached at him and said 'Mr. Batman, can you get out there's a game tree?'</p>
<p>11. The image inspired - Villain's Character Arc by James</p> <p>Joker The Joker, Gotham City's chaotic villain, is the embodiment of unpredictability and Batman's arch-enemy. This parody image is inspired by Tom Leigh.</p>	<p>12. The second text driven video clip & AI composed tunes by James</p> <p>Joker Appears Lyrics by the second story of James Composed by Tom all Style of Music: Modern Electronic with a Field</p> <p>Please scan the QR code to see this video clip and AI composed tunes 2</p>	<p>tread <i>Animal Farm</i></p> <p>to crush all by stepping on The two horses had just lain down when a band of dockings, which had been their mother, fled into the barn, creeping forward and swarming over side to side to find some place where they would be troubled.</p> <p>Please scan the QR code to see the full content, please scan the QR code</p>



Full Value Circle of Business Models for Health Technologies

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BACKGROUND

Business models (BMs) are crucial for integrating technological innovations in healthcare, addressing the needs of entrepreneurs, managers, providers, researchers, and policymakers. Existing BM frameworks often overlook the unique complexities of the healthcare environment. This study aims to develop a dynamic BM framework based on value co-creation, covering key dimensions: value offering, value delivery, value network, and value capture. By synthesising insights from literature and empirical data, the study prioritises key factors and establishes their interrelationships.

RESEARCH AIM

The aim of this study is to develop a dynamic BM framework based on value co-creation, providing a holistic view of the healthcare technology value chain.

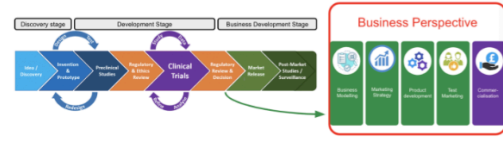


Figure 1. Medical diagnostic technology stages from discovery to clinical trials to market (adapted from Kaplan et al., 2004)

METHODS

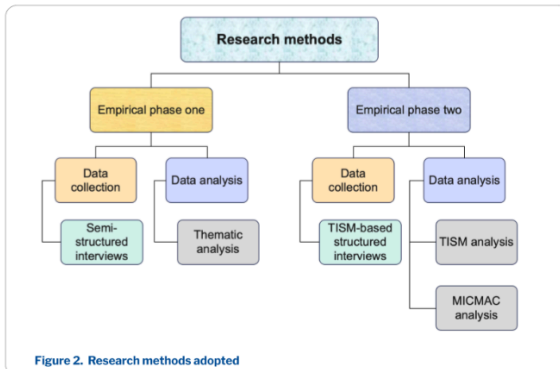


Figure 2. Research methods adopted

FINDINGS

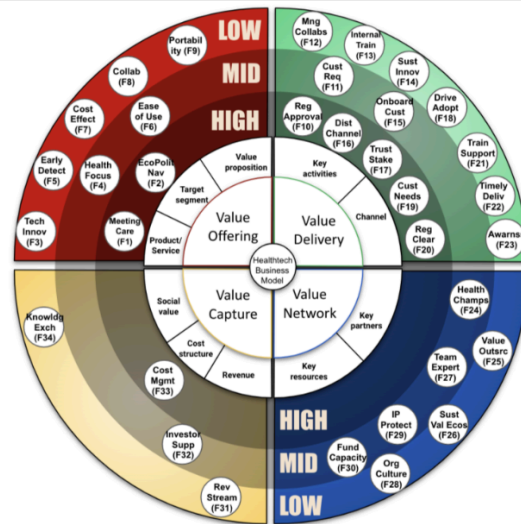


Figure 4. Full value circle of BM for health diagnostic technologies

CONCLUSIONS

- Novel BM framework tailored to healthcare technologies and conceptualises a BM for diagnostic healthcare technologies by identifying a total of thirty-four (34) BM factors.
- The findings underscore the importance of incorporating stakeholder views in BM design for healthcare technologies.
- The developed BM framework integrates a network perspective, highlighting factor interrelationships and prioritisation.
- Provides valuable insight into the development of BM, focusing on the diverse components contributing to their success.

ACKNOWLEDGMENTS

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End of Abstracts and Posters