

THE HONG KONG POLYTECHNIC UNIVERSITY DEPARTMENT OF MANAGEMENT AND MARKETING

Departmental Research Seminar



Drop your tools:
A FOCUSED approach to
renewing our research interests
By

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Date : 26 Jul 2021 (MON)
Time : 10:30 am – 12:00 nn
Venue : Online via Zoom

Abstract

There comes a time when our research is not following the trajectory we had planned or that our ideas stall and we soon find ourselves “stuck” in the heat of battle (unable to move). At these trying times, we have a tendency to cling on to our past habitual practices, our visions of the world shrink, and we oversimplify the complexity of the situation. In moments like these: DROP YOUR TOOLS! This Departmental Research Seminar presents to you an interactive workshop designed to help you renew your research interests at the crossroads. Grounded on solid empirical and theoretical research, and a 3-year \$HK9.7M UGC funding to better prepare the next generation of thought-leaders for a complicated world, this session will showcase how a (counterintuitive) pedagogical innovation has the power to open up the alternatives to our toughest scholarly roadblocks. To get the most out of the session, please visit the project homepage (<https://www.focused-polyu.com/>) and reflect on how you would use the “F.O.C.U.S.E.D.” framework to solve your scholarly predicament. *If you wish, you may confidentially email your challenge to the speaker before 12noon, 23rd July so that we can showcase it for discussion (anonymously).* On the day, we will utilize the ZOOM breakout rooms to apply the FOCUSED methodology. Given the interactive nature of the session, we encourage you to have your zoom cameras on.

Dr Robert Wright is an Associate Professor of Strategy and has been a university level educator for the past 30+ years. He is a multi-award winning researcher and teacher. He sits on the Editorial Review Boards of the *Academy of Management Learning & Education* (AMLE), *Organizational Research Methods* (ORM) and is the Associate Editor of the *Journal of Management Education* (JME). He previously served three terms on the Editorial Boards of *Academy of Management Review* (AMR) and *Journal of Organizational Behavior* (JOB). His research on “*How useful are the strategic tools we teach in business schools?*” was awarded Best Paper of the Year for the *Journal of Management Studies*. He served as Chair of research track for the Strategy Practice IG of SMS and was also Chair of the SMS teaching community. Dr. Wright is a graduate of executive development programs in IMD in Switzerland, and the Harvard Business School.

All interested are welcome.



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