

AF Advances in Business and Management Research

2025-2026

All sessions are held from 14.30 to 16.30

Presenter	Title	Date	Online access
Javier Morales (ICADE)	Untangling Market and Customer Orientation: Redefining Foundations for Marketing Research. This masterclass explores the conceptual evolution, distinct dimensions, and interrelationship between Market Orientation and Customer Orientation. Participants will gain a clearer framework to advance research and practice by overcoming longstanding ambiguities in marketing theory.	16th OCTOBER 2025	Link
Henar Alcalde (DBS).	A theory mapping in ambidexterity. Understand and comprehend the concept of ambidexterity and the theoretical challenges presented by this field.	30th OCTOBER 2025	Link
Helen Wadham (Manchester Metropolitan University)	Animal organisation studies. This session maps the theoretical landscape of how nonhuman animals have been conceptualised within organisation theory and what this might mean for rethinking the boundaries of management and our understanding of what “organising” means more broadly	20th NOVEMBER 2025	Link
Valery Chistov (DBS)	Research with AI: Smarter Writing from Idea to Publication The session will showcase various artificial intelligence tools that can be applied at each stage of the academic research process: from idea generation and literature review to writing, editing, and preparing the manuscript for publication.	27th NOVEMBER 2025	Link
Irene Garnelo (IQS)	Psychological Perspectives on Sustainable Consumer Behaviour: Key Theories and Models	22nd JANUARY 2026	Link
Tadashi Hirai (IQS)	Trajectories of Human-Centred Development in International Institutions	29th JANUARY 2026	Link