

## CHAPTER 3 PUBLISHED PAPERS

### 3.0 Introduction

I have already declared this thesis as my own work but it is necessary that I detail the contribution of each author. I am the first named author for all five articles which were written by me with input and guidance from my Supervisors Professor Dr. Nazari bin Ismail and Associate Professor Dr. Edward Wong Sek Khin. Much of the material in these papers has been subsequently reconsidered and revised as part of the reflective cycle described in my methodology section.

#### Actual Problems of Economics, Scientific Economic Journal

- Paper 1 Dent. M.M., Wong Sek Khin E. & Mohd Nazari Ismail (2012) Action Research and critical theoretic approaches to management studies. No.4 (130), pp366-371
- Paper 2 Dent.M.M. & Wong Sek Khin E. (2012) Marketing Action Research: The career of a professional marketeer. No.6 (132), pp360-366
- Paper 3 Dent.M.M. & Wong Sek Khin E (2012) The Marketeer experiences: Action research conceptual developments. No.7 (133), pp 324-330
- Paper 4 Dent, M.M., Wong Sek Khin, E & Mohd Nazari Ismail (2013) Critical and interpretive social science theory: A case study approach. No.8 (146), pp268-275
- Paper 5 Dent, M.M. & Wong Sek Khin, E. (2013) Reflexive practitioner case research: Ontological and epistemological orientation. No.9 (147), pp324-329

The page numbering in this section reflects that of the Journal within which each paper was published as I am required to present the original text in PDF format.

### **3.1 Hard Copy of the Original Papers**

Paper 1 Dent. M.M., Wong Sek Khin E. & bin Ismail M.N. (2012) Action Research and critical theoretic approaches to management studies. No.4 (130), pp366-371

I am the first named author for this article which was written by me with input and guidance from my Supervisors, Professor Dr. Mohd. Nazari bin Ismail and Associate Professor Dr. Edward Wong Sek Khin.

#### **Paper 1 Synopsis**

In this brief synopsis I do not aim to repeat what is written in the abstract, but rather to provide an explanation of why I wrote this paper and what insight it gave me.

I wrote this paper early on in my research journey as I wanted a clear philosophical position to base my work upon. The work of Habermas intrigued me and I felt that this approach was one that I had much sympathy with. It helped me understand the potential value of my own insights and hence empowered me to have the confidence in my work. Despite the title there is no direct discussion of Action Research, the purpose was to provide the bedrock on which my Action Research would be based.

It was around this time that I attended a one semester doctoral course in the Philosophy of Management conducted by Associate Professor Dr. Edward Wong Sek Khin at Universiti Malaya. Far later in my research journey I decided to investigate further the antecedents of critical theory and this is contained, primarily in Chapter 2.5 of this thesis.

Paper 2 Dent.M.M. & Wong Sek Khin E. (2012) Marketing Action Research: The career of a professional marketeer. No.6 (132), pp360-366

I am the first named author for this article which was written by me with input and guidance from my Supervisor, Associate Professor Dr. Edward Wong Sek Khin.

### **Paper 2 Synopsis**

In this brief synopsis I do not aim to repeat what is written in the abstract, but rather to provide an explanation of why I wrote this paper and what insight it gave me.

This paper was also written quite early in my research journey and leads on from Paper 1 to discuss Action Research having laid the foundations earlier. The paper gives an overview of the author's career which is described in further detail in Chapter 4 of this thesis. It also develops the idea of a person as a brand and how that could be improved for the better (which is detailed in Chapter 2.5.4).

I wrote this mainly to document and understand for myself how my methodology should develop. For the most part it did in fact hold true, however, my full understanding of the research process was at this stage still fairly naïve. The paper thus emboldened me to proceed further.

Paper 3 Dent.M.M. & Wong Sek Khin E (2012) The Marketeer experiences:  
Action research conceptual developments. No.7 (133), pp 324-330

I am the first named author for this article which was written by me with input and guidance from my Supervisor, Associate Professor Dr. Edward Wong Sek Khin.

### **Paper 3 Synopsis**

In this brief synopsis I do not aim to repeat what is written in the abstract, but rather to provide an explanation of why I wrote this paper and what insight it gave me.

This paper introduces the idea of Living Theory and also the Living Thesis, both of which are fundamental to this thesis. I discuss these in some detail in Chapter 1. I also talk more on some of the conceptual tools that I intended to use in my research i.e. the Brand Map and the Five Cs. Subsequently I found the Brand Map most useful whilst the Five Cs I found far less so.

The reason that I wrote this paper was that I wanted to engage in some good quality research as soon as possible, having covered more theoretical concepts in Papers 1 and 2. The result was not as successful as I would have hoped and this caused me to reflect on my approach. I subsequently realised that this was perhaps a necessary stage of the process and I emerged with an improved plan.

Paper 4 Dent, M.M., Wong Sek Khin, E & bin Ismail M.N (2013) Critical and interpretive social science theory: A case study approach. No.8 (146), pp268-275

I am the first named author for this article which was written by me with input and guidance from my Supervisors, Professor Dr. Mohd. Nazari bin Ismail and Associate Professor Dr. Edward Wong Sek Khin.

#### **Paper 4 Synopsis**

In this brief synopsis I do not aim to repeat what is written in the abstract, but rather to provide an explanation of why I wrote this paper and what insight it gave me.

Following Paper 3 I realised that the story telling aspect of living theory was a richer vein for discovery. By providing vignettes of incidents in my corporate life I was able to gain insight into my own espoused and revealed values and the basis for decision making that I, myself and other actors were using. At this time I had not read much on Soft Systems Methodology or the use of Rich Pictures, but I developed this technique as can be seen in many sections in Chapters 1, 2 and 4.

It was at about this stage that I started to appreciate how my own skills as a researcher were developing and I became more certain of my direction.

Paper 5 Dent, M.M. & Wong Sek Khin, E. (2013) Reflexive practitioner case research: Ontological and epistemological orientation. No.9 (147), pp324-329

I am the first named author for this article which was written by me with input and guidance from my Supervisor Associate Professor Dr. Edward Wong Sek Khin, of Universiti Malaya.

### **Paper 5 Synopsis**

In this brief synopsis I do not aim to repeat what is written in the abstract, but rather to provide an explanation of why I wrote this paper and what insight it gave me.

I wrote this paper as I tackled the main question of this thesis – ‘How do I improve my professional practice?’ I discussed Deming’s Circle of Quality and I further develop this theme in Chapter 1.5 where I examine continuous improvement, Kai Zen, etc.

Once again the starting of the process (which this article represents) was at a lower level of understanding than I have since managed to acquire. However, it did lead me to the key issues that I should be addressing. Hence Paper 4 gave me another tool in my researcher’s toolbox and Paper 5 a serious question to answer.

The resulting insights from these papers are detailed in Chapter 4.

### **3.2 Essence of the Five Papers**

These five papers have all examined my ongoing career from a hermeneutic lens and attempted to relate critical theory to the case study. The foundation for all five papers has been that of an action research methodology. The methodology and data are not designed to develop generalisable management theory, but questions and areas for further inquiry are identified.

The next Chapter (Chapter 4) takes a longitudinal analytic approach to examine the backcloth and weft of my singular case study. In this I will provide greater detail as to the sequence of events and decisions that have determined the path of my life. Additionally I will provide vignettes or specific examples to more fully illustrate the point that I wish to make. Then I apply further reflective analysis on these episodes in an attempt to distil the key learning points for me. These may not be the same learning points that others would derive from the same observations, however. Chapter 5 concludes with a further re-capitulation of what I believe I have learned and attempt to place this within a more general context.