

**Faculty of Business, Law and Social Sciences**

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| **Proposed Title:** Exploring the influence of middle managers’ cognitive styles on their strategic roles’ enactment  **Project Reference Number 17** |
| **School:** Business School & Psychology Department |
| **Proposed Supervisory Team:** Prof. Alexandros Psychogios**,** Prof. Eirini Mavritsaki**,** Dr. Panagiotis Rentzelas |
| **Abstract:**  This study aims to explore whether Middle Managers’ (MMs) strategic roles are associated with their cognitive styles (analytic vs holistic) in visual attention. It is important to understand, not only the strategic role that MMs play in organisations, but also how their cognitive styles influence the execution of these roles. The main research question that the study will address is the following: Do MMs’ holistic and analytic cognitive styles influence the way that they enact their strategic roles? In other words, this study will try to explore whether MMs’ cognitive styles can predict the frequency of enacting specific strategic roles. Furthermore, what is the link between MMs’ strategic roles and cognitive function? In this respect, this study seeks to test three major hypotheses:   * H1: *The more holistic cognitive style MMs demonstrate the more likely they are to perform more often their champion and synthesiser strategic roles* * H2: *The more analytic cognitive style MMs demonstrate the more likely they are to perform more often their facilitator and implementer strategic roles* * *H3: MMs that perform more often their facilitator and implementer strategic roles will perform better than the MMs that perform more often their champion and synthesiser strategic role.*   The methodology we are proposing is using experimental design along with a series of questionnaires following previous work in the area. |
| **Research Environment:**  This study is directly related to the research strategy and environment of BLSS, Business School as well as the Psychology Department. In particular, this study is linked to:   1. Leadership development as a crucial aspect of modern HRM and it is a major component of the research strategy of the Business School. In particular, there are various academic projects that the Strategy, Management & Marketing department of the Business School is running related to leadership coaching and leadership development. This PhD project can contribute to these projects and programmes. 2. In addition, since this study will be related to managerial roles in organisations. A potential outcome will be that this study can be the foundation of the development of a tool that can be further tested and used from our Business Centres for consulting and further research projects. 3. Finally, this study is directly linked to the strategy of the Psychology department since it is enhancing interdisciplinary collaborations as well as it targets to investigate real life implications of neuro-psychological constructs. |
| **Applicant Requirements:**  Ideal applicant should have a degree in Psychology and/or Business (or relevant). In addition, experience with quantitative data collection and analysis would be important. |
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