



## **Professional Service Firms Annual Conference**

### **Crafting the Futures of Professional Services:**

### **Personal Transformations, Political Processes and Professional Projects**

Saïd Business School, University of Oxford  
July 5-7 2020

All sessions to be held via zoom. Please check your emails for your personal invitation  
All times below are for British Summer Time which is GMT+1

Dear colleagues and friends,

We look forward to welcoming you to the 2020 edition of the Annual Oxford Conference on Professional Service Firms. We would have loved to welcome you to Oxford in person, but as this is unfortunately not possible this year, we have included an extra portion of social space in this year's agenda. Please find some brief instructions and the conference programme on the next few pages.

One thing is particularly close to our hearts: Over the years the quality of conversations at this conference has greatly benefitted from participants' commitment to the entire conference. We understand that these times pose particular challenges to this kind of commitment. We fully understand the demands of time zones, family commitments and work pressures when joining a conference from your home. Nonetheless, we ask that you join us as fully as you possibly can.

Best wishes,

Michael, Tim and Mari



## Instructions

### Paper access

Please use this Dropbox link to view the conference papers.

[https://www.dropbox.com/sh/9mh98gjo1n9eg1t/AABdq5aer7WlwN9eIUZ5n\\_dga?dl=0](https://www.dropbox.com/sh/9mh98gjo1n9eg1t/AABdq5aer7WlwN9eIUZ5n_dga?dl=0)

### Platform

We will be using the zoom platform to convene. The necessary app is available for free online.

The link for all sessions is:

<https://sbsox.zoom.us/j/91631834503?pwd=V2hla3V2UGNIUEhsaGI4YzFIV0tqQT09>

Please note that you will need to be manually admitted to our meeting room. We will be notified as soon as you enter the waiting room, but we may take a moment to react, so please allow for a few extra moments.

### Paper presentations

Each presenter will be given screen sharing privileges in zoom to present from their own PC.

A session chair will assist with the technology and moderate the Q&A.

We have allocated 25 minutes per paper and suggest that presenters use no more than 10-12 minutes and focus their presentation on highlighting particular areas of their paper they would like feedback on or help with. Discussants should limit themselves to no more than 5 minutes of comments so we can have plenty of time for plenary discussion.

Allocating 25 minutes per paper, but 90 minutes per session should allow for a short break after each paper to stretch our legs.

### Breaks, Break (outs) and Social Hours

We pride ourselves of the strong community and supportive ethos we have built around this conference. We are keen to retain this, even though we may be physically distant.

Break: A short break to step away from the screen, replenish drinks etc.

Break (out): We will organize smaller breakout conversations as you would have during a conference coffee break. Time to catch up and make new friends

Social Hour: Grab a drink, mingle and socialize online



## **AGENDA**

For all sessions, please use:

<https://sbox.zoom.us/j/91631834503?pwd=V2hla3V2UGNIUEhsaGI4YzFIV0tqQT09>

### **Sunday 5 July**

**5.00 – 7.00 pm: Welcome & Social Hour**

### **Monday 6 July**

**10.00 – 10.30 pm: Welcome & Introductions**

**10.30 – 12.00 pm: Session 1. Professionalism, Ethics and Responsibility**

***Responsible Leadership and Futureproofing the Professions: New Lamps for Old?***

**Mike Saks** (University of Suffolk)

Discussant: **Gabbioneta et al**

***How Long is the Journey of Minorities Towards Equality in the Business World? Evidence from the Australian Audit Profession***

**Mara Cameran** (Bocconi University), **Domenico Campa** (International University of Monaco), **Angela Pettinicchio** (SDA Bocconi School of Management)

Discussant: **Mike Saks**

***When it is Hard to Say “no” to a Client: The Impact of the Client and the Professional’s Characteristics on Client Capture***

**Claudia Gabbioneta** (Newcastle University), **Mara Cameran** (Bocconi University), **Domenico Campa** (International University of Monaco), **Pietro Perotti** (Bath School of Management)

Discussant: **Cameran et al**

**12.00 – 1.00 pm: Lunch & Social Hour**



**1.00 – 2.30 pm: Session 2. Digital Innovation and the Performance of Professional Service Work**

***Augmented Lawyering***

**John Armour** (Faculty of Law, University of Oxford), **Mari Sako** (Saïd Business School, University of Oxford), **John Parnham** (Saïd Business School, University of Oxford),

Discussant: **Faulconbridge et al**

***Digital Innovation and New Platform Solutions in Law***

**Charlotta Kronblad** (Chalmers University of Technology), **Søren Jensen** (Copenhagen Business School)

Discussant: **Armour et al**

***Paradoxical Boundary Work: Creative Professional Responses to the Impacts of Artificial Intelligence on Accounting and Law Work***

**James Faulconbridge, Atif Sarwar, Martin Spring** (Lancaster University)

Discussant: **Kronblad & Jensen**

**2.30 – 3.15 pm: Break (out)**

**3.15 – 4.45 pm: Session 3. Professional Projects, Legitimacy and Change in Professional Sectors**

***Curating Legitimacy: How Private Regulators Strategically Respond to Split Factions Amidst Founding in Crisis***

**Deborah Anderson, Michael Smets, Tim Morris** (Saïd Business School, University of Oxford)

Discussant: **Edward Carberry** (University of Massachusetts Boston)



***Political, Cultural and Technical Responses to Conflicting Institutional Pressures***

**Gabriel Huppe** (Ivey Business School, Western University)

Discussant: **Deborah Anderson** (Saïd Business School, University of Oxford)

***Towards a New Model of Shared Partnership? Examining the Effects and Possibilities of Employee Ownership in Professional Engineering Firms***

**Edward Carberry** (University of Massachusetts Boston)

Discussant: **Gabriel Huppe** (Ivey Business School, Western University)

**4.45 – 5.00 pm: Break**

**5.00 – 7.00 pm: Plenary, JPO Best Paper Awards & Social Hour**

**Chair: Michael Smets**

**Presenter: David Brock**



**Tuesday 7 July**

**8.30 – 10.00 am: Session 4. Crafting Identities, Practices and Reputations**

***Identity and technologies: AI and the Disruption of Patent Attorneys' Practices and Identities***

**Sumati Ahuja, Emmanuel Mastio, Helena Heizman** (University of Technology Sydney)

Discussant: **Gabbioneta et al**

***From Suits to Geeks – How Lawyers in Legal Tech Create and Enact a New Professional Identity in Opposition to Traditional Lawyers***

**Charlotta Kronblad** (Chalmers University of Technology), **Søren Jensen** (Copenhagen Business School)

Discussant: **Ahuja et al**

***From Stars to Dust and all the Way Around: Individual Reputation Trajectories in the UK Legal Industry and their Determinants***

**Claudia Gabbioneta** (Newcastle University), **Philip Garnett** (The York Management School), **Daniel Muzio** (The York Management School)

Discussant: **Kronblad & Jensen**

**10.00 – 10.15 am: Break**

**10.15 – 11.45 am: Session 5. Learning, Socialization and Performance in Professional Organizations**

***A New Look at Occupational Learning and Socialization in Contemporary Careers: The Case of Coding Bootcamps***

**Ece Kaynak** (Cass Business School, City University)

Discussant: **Roy Liff**

***On the role of digital automation technologies in process improvement***

**Javier Amaya** (Saïd Business School, University of Oxford)

Discussant: **Ece Kaynak**



***Micro-professionalization of Quality Professionals in Healthcare Organizations***

**Roy Liff** (Gothenburg Research Institute), **Thomas Andersson** (University of Skövde)

Discussant: **Javier Amaya**

**11.45 – 12.30 pm: Break (out)**

**12.30 – 1.30 pm: Session 6. Internationalizing Professional Services**

***The Internationalization of Professional Service Firms – Mapping out the Territory***

**Søren Jensen** (Copenhagen Business School), **Flemming Poufeldt** (Copenhagen Business School)

Discussant: **Salvoldi & Brock**

***International Strategies and Reputation: A Study of European Law Firm Networks***

**Rany Bialolenker Salvoldi, David Brock** (Ben-Gurion University)

Discussant: **Jensen & Poufeldt**

**1.30 – 2.30 pm: Conclusion, “Lunch”, Farewells**