

## Keynote speakers

**Devi Jankowicz**, *Prof. Dr., Emeritus Professor, University of Bedfordshire, UK*

### **HOW CAN PSYCHOLOGISTS CREATE KNOWLEDGE THAT'S TRUE TO MANAGEMENT EXPERIENCE?**

How are we to create knowledge in a way that is useful to managers? And if we wish to contribute to their personal growth and development, how should we communicate it?

As psychologists, as scientists, we know how to create knowledge. We use the hypothetico-deductive method to frame our investigations, and base it on a particular epistemology, or theory about how knowledge is created– the Comtean positivist approach.

But when we address our managers, we may find that as practitioners, they may not think in those terms, and the outcomes of our activity may be unhelpful. They don't inhabit a world of variables but of issues to be dealt with; and while they care about the evidence on which they make their decisions; they may be less concerned with absolute truths, simply searching for what works in achieving their objectives; being stakeholders in how best to make things happen, they are not dispassionate, since their reality is influenced by the views of others.

My suggestion is that the hypothetico-deductive method we use in our research is valuable but its Comtean premises are not, and for two reasons. First, they're based on assumptions that don't describe managerial experience; and second, they devalue the ways in which managers make sense of that experience.

We need a more helpful epistemology, but one which is as rigorous as the positivist one it replaces. The work of George Kelly offers what's needed: his Personal Construct Theory describes the way in which anyone– scientist or layperson– makes sense of their world. Indeed, it does away with the distinction between the two, by asserting that we are all engaged in the scientific endeavour.

My intention is to demonstrate that his theory is more than a theory of sensemaking, since it offers a distinct, Constructivist epistemology which can credibly replace the Positivist one, while being equally rigorous.

Moreover, it offers a more useful rationale for our efforts to understand, support, and develop managers, since it assumes an equality of agency between ourselves and the people we seek to assist. Indeed, the activity is seen as mutual, as we negotiate more effective ways of seeing the organisational world.

**Ke Guek Nee**, *Assoc. Prof. Dr., Heriot Watt University, Malaysia*

### **THE PERCE COACHING PSYCHOLOGY MODEL: TRANSFORMING LEADERSHIP AND TEAM EFFECTIVENESS FOR SUSTAINABLE BUSINESS GROWTH AND SUCCESS THROUGH POSITIVE EMOTIONS, RESILIENCE, AND COPING EFFICACY**

The global business landscape faces significant challenges due to various uncertainties, including economic mechanisms (such as labor markets, consumer behavior, and global supply chains), war, climate change, technological advancements (like AI), resource depletion, diseases (such as COVID-19), and more. These factors have not only impacted businesses adversely but have also affected the psychological and mental health of the global workforce.