

**Thursday 2<sup>nd</sup> – Friday 3<sup>rd</sup> September****PhD research network  
conference 2010****Themes****High North oil and gas: Geopolitical perspectives and research needs?****Academic writing: The craft of doing research****Blockbuster ideas: A really fascinating idea is the best way to success. How can we generate ideas, and how do we know when they are interesting beyond our own little silo?****Research ethics: Pitfalls to be aware of for researchers and leaders****Market reaction to securitization retained interest impairments during the financial crisis of 2007-2008****Strategical entrepreneurship through regional partnerships: A key to success in the High North?****The narrative turn in business studies****The new service marketing****Regional resilience in the perspective of ecological economics – bottom up solutions based on communicative networks****Speakers****Prof. Frode Mellemvik, HHB  
Prof. Ilana Wilson Rowe, HHB****Prof. Inger Johanne Pettersen, TØH****Prof. Robert V. Kozinets,  
University of York, Canada****Prof. Knut W. Ruyter,  
University of Oslo****Prof. Ken Peasnell, Lancaster  
University Management School****Prof. Odd Jarl Borch, HHB****Prof. Larry Browning,  
University of Texas at Austin****Prof. Evert Gummesson,  
Stockholm University****Prof. Ove Jacobsen, HHB****Location: Bodø Graduate School of Business (HHB), Bodø, Norway**

We are pleased to invite you to the second Research School Conference organised by NFB. The purpose of the conference is to enhance the quality of the doctoral education within business economics and administration, to strengthen and stimulate research and to develop the network among students and researchers. The conference is open to students and faculty from partner institutions. There is no conference fee.

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