



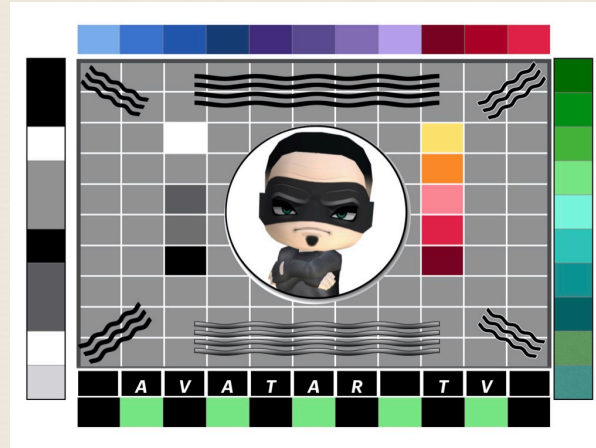
## DENIS FISCHBACHER-SMITH

Denis Fischbacher-Smith is Professor of Risk and Resilience at the University of Glasgow. He has previously been a non-executive director of two NHS Trusts in England (acute care and ambulance service) and was a member of the Ministerial Advisory Group that wrote an Organisation with a Memory (2000) which dealt with patient safety. He holds a PhD in Science and Technology Policy (with a focus on risk analysis) and a DLitt in Management (Crisis Management and business continuity). He also holds a masters degree in public health (MPH). From a professional perspective, he is a Chartered Psychologist, a Chartered Ergonomist, a Chartered Manager, and a Chartered Security Professional. He really needs to get out more!

I'm Denis the Avatar and, needless to say, I do all of the hard work (like holding this photo...it's heavy! He should drink less coffee)



Further details can be found at <https://www.gla.ac.uk/schools/business/staff/denisfischbacher-smith/>



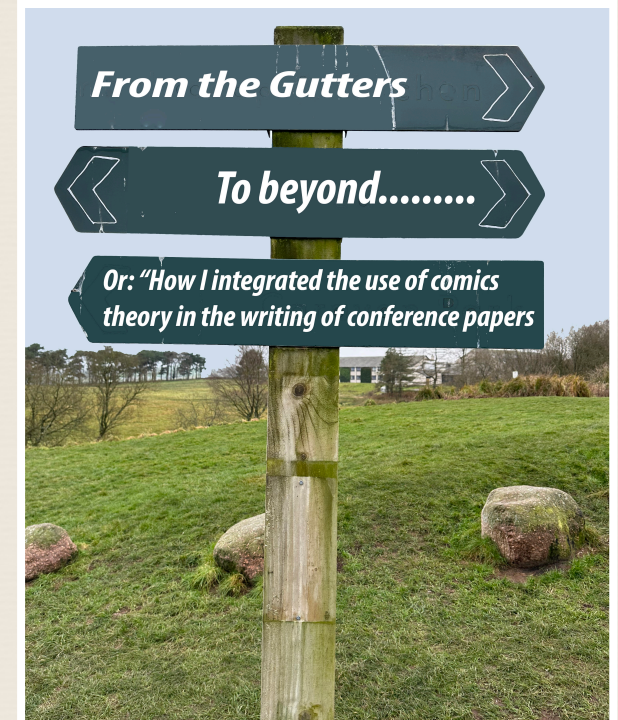
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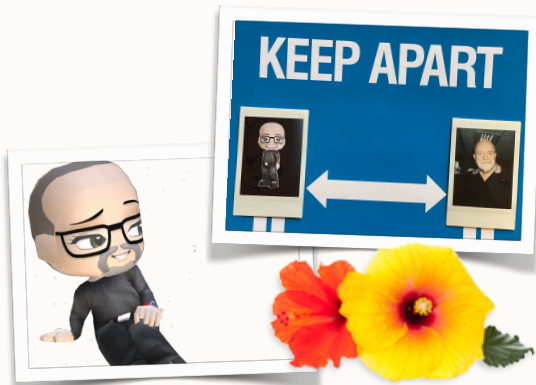
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# YOU MUST BE HAVING A LAUGH



An Avatar TV™ workshop  
in collaboration with the  
British Academy of  
Management





*"I have no idea where these flowers came from but its a good job I'm not allergic to pollen"*

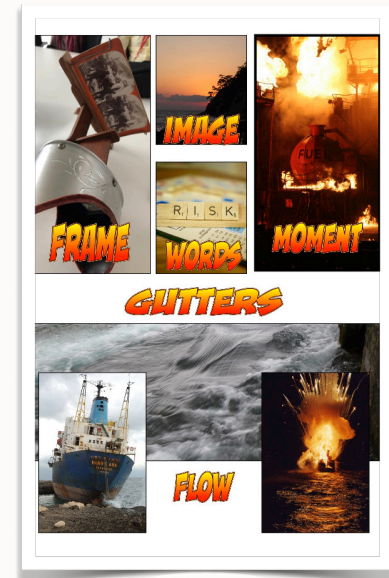
The session is based upon the experience of submitting papers to BAM conferences over the last 8 years where four of the papers were given best paper awards across three different tracks and where the author has served as a track chair and reviewer. Denis has been using the principles of a comics approach to structure both his academic writing and his lectures. This involved the creation of an online avatar (aka "Little Denis") who was named by MBA students at Glasgow. The worry is that Little Denis may have taken on a life of his own.....



## A COMICS-BASED APPROACH TO WRITING

This session looks at the ways in which comics theory can be used as a means of structuring papers for submission to the British Academy of Management Annual Conference (and beyond!).

*The session sets out the basic elements of a comics-based approach through the use of: 'images' (the ways in which core conceptual elements of the paper are established and developed which allow the reader to 'visualise' the main points of the paper); 'frames' (as a means of establishing the parameters of the key elements of the paper) and "flows" (the ways in which the key concepts relate to each other allowing for a clear signposting of the issues to generate "moments that matter" within the narrative); and the role of the "gutters" - the spaces between the frames - as a means of identifying and developing emergent issues within the overall trajectory of the paper. The presentation begins by setting out the nature of comics theory before showing how academic papers can be storyboarded using the approach. This allows an author to set out the key*



*messages in a way that both draws the reader in and clearly signposts the issues that are going to be addressed. The session also shows how a systems-based approach can help to shape the overall delivery of the paper's core messages.*