



**THE IEL COLLECTIVE
INAUGURAL CONFERENCE
6 – 7 NOVEMBER 2019
UNIVERSITY OF WARWICK, COVENTRY, UK**

**POSITIONING TO BRING ABOUT CHANGE IN INTERNATIONAL
INVESTMENT LAW - THE ROLE OF RESEARCH METHODOLOGIES**

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The extent to which any attempt to change international investment law (IIL) or investment treaty arbitration (ITA) is successful, in part, depends on how receptive the target audience is to new ideas. The receptiveness of an audience to alternative narratives regarding IIL and ITA is frequently influenced by pre-existing assumptions about the regime, which can create barriers when attempting to introduce reform proposals. This paper proposes that, to bring about change, there is a need for academics to present arguments that draw upon, and speak to, the ideological perspective of the target audience. Hence, the research methodology that academics adopt when seeking to reform IIL and ITA should be tailored to the audience that that is being targeted.

This paper considers the significance of research methodology when seeking to implement change in IIL and ITA. In particular, it discusses how research methodologies can influence how successful proposals that seek to change IIL and ITA may be. The paper suggests that before academics communicate changes that they would like to see being implemented in IIL and ITA, they should actively consider both the research methodology that best conveys their message, and the preferences of the audience that they are seeking to influence. By drawing upon, and harnessing, the perspective of the target audience, the chances of bringing about change are increased.