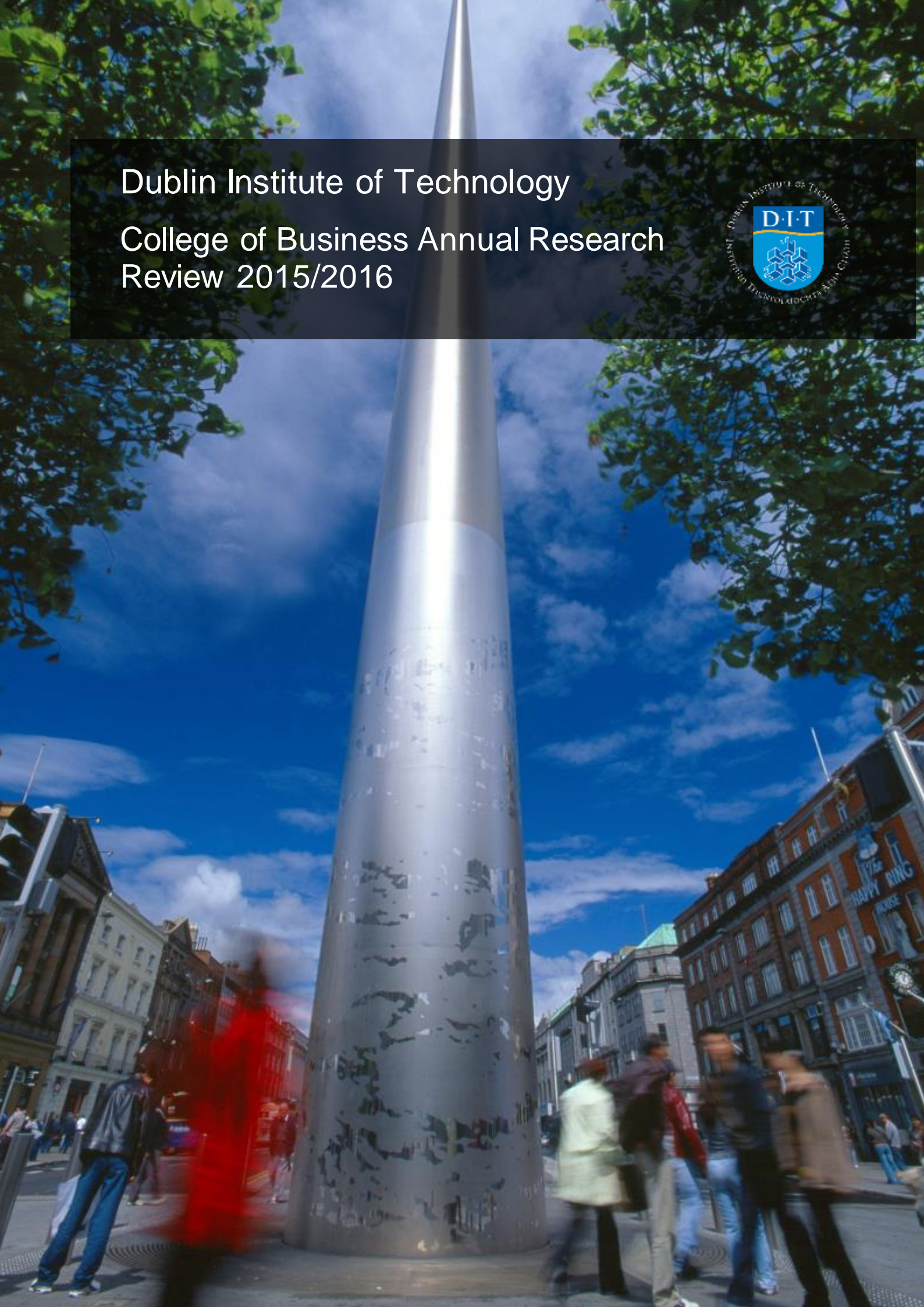


Dublin Institute of Technology
College of Business Annual Research
Review 2015/2016



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Welcome

I am delighted to share with you this annual research review, which celebrates the activities of faculty and student researchers in the College of Business at Dublin Institute of Technology (DIT) during the 2015/2016 academic year.

The review catalogues research activities, including new projects initiated by College of Business researchers, over the last year. International achievements of faculty researchers and research students are highlighted, including awards and commendations.

The year marked a significant expansion of our research programmes. The implementation of the College of Business PhD Scholarship programme and a significantly expanded DIT Fiosraigh Scholarship programme initiated over 30 new doctoral studies in areas including digital marketing, consumer behaviour, entrepreneurship, supply chain management, knowledge management, finance, strategy, energy economics, finance, innovation and retailing. Our active researchers published widely in academically excellent journals as well as contributing to important enterprise and Government priorities, ensuring the continued impact and influence of the College of Business research. We also hosted our inaugural DIT College of Business Research Showcase, an event to which we invited many of our partners and friends to join us in a celebration of the vibrant research community operating in the College of Business.

The review cannot pass without highlighting the important leadership of the recently retired Dean and Director of the College of Business Paul O'Sullivan. His contribution to and support for research during the two decades in which he led the College has been immense.

In the year ahead, our researchers look forward to building upon past successes through continued effective engagement with our partners (internal and external), alumni, friends and colleagues. I encourage you to contact me with questions, opportunities, or if you want to engage with our researchers.

Paul O'Reilly

College of Business Head of Research

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Major Initiatives in 2015/16

Inaugural College of Business Research Showcase

In April 2016, the College of Business hosted its inaugural Research Showcase at DIT Aungier Street. Opened by the President of DIT, Professor Brian Norton, the Showcase featured over 70 research posters by faculty and research degree students across a range of areas including entrepreneurship, marketing, strategy, supply chain management, accounting, finance, economics, retailing and management. Research from the Business Society and Sustainability Research Centre, the 3S Group, the Arthur Ryan Retail Centre, and the Institute for Minority Entrepreneurship also featured.



Professor Brian Norton speaking at the DIT College of Business Research Showcase

Speaking at the Research Showcase, Dean and Director of the College of Business, Paul O'Sullivan highlighted key achievements by the College of Business researchers in recent years. He described how the College of Business research activity was central to the positioning of the College in the national landscape, and that the research was making significant impacts at a practice level. He also explained how these research achievements were critical in the international accreditations achieved by the College including the prestigious Association of MBA accreditation and the College's ranking as a Three Palm Business School by Eduniversal, which in the Eduniversal ranking system identifies the College as an "Excellent Business School with reinforcing international influence". Research achievements by faculty and PhD researchers in recent years include 25 awards and commendations by international academies for the quality of outputs including conference papers, journal papers and doctoral theses. Paul O'Sullivan noted that by September 2016 the College will have more than 70 research students, making it one of the largest doctoral research business schools in Ireland. In this context he highlighted the contribution of the College of Business executive education activities, observing

that much of the €2.5 million investment in research at the College of Business was directly generated from such corporate activities.



Dean and Director of the College of Business Paul O'Sullivan

The Research Showcase offered an opportunity to launch several key initiatives supported by the College of Business and the DIT.

The College of Business formally launched 15 PhD scholarships funded by the College of Business and the DIT Research Action Plan.

The showcase also celebrated the significant investment by DIT through its Fiosraigh Scholarship programme, which in the last year has funded 18 scholarships in the College of Business alone, with a number of the scholarship awardees presenting their research at the event. DIT Director of Research, Enterprise and Innovation Services Professor Brian O'Neill described this programme as:

"DIT's highly prestigious and internationally peer-reviewed scholarship awards scheme. Over the course of 2015, over 100 awards were made to excellent research students and supervisors for doctoral study at DIT representing one of the most significant investments nationally in the development of 4th level education. Fiosraigh scholars at DIT are competitively selected from among the most talented students internationally and are awarded fees, materials and stipend support for the four year DIT Structured PhD programme".

Fellows from the DIT College of Business Research Fellowship programme (2016-18) were also formally announced on the evening. These are Dr John Murray of the Arthur Ryan Retail Centre and the School of Retail and Services Management, Dr John Hogan of the Business, Society and Sustainability Research Centre and the School of Marketing, and Dr Amr Arisha of the 3S Group and the School of Marketing. This is the third round of this programme which targets supporting key research faculty to develop sustainable research programmes over a two-year research fellowship. An important aspect of the initiative is to support international collaborations and as part of this Dr John Murray has already completed a Visiting Fellowship in the Centre for Advanced Retail Studies in Massey University, New Zealand.

The College of Business Research Showcase also featured Professor Vincent Mangematin of Grenoble Ecole de Management who has been appointed as an Adjunct Professor of Research in the Graduate Business School. Speaking at the event, Professor Mangematin emphasised the importance of impact on management practices from the College's research programme, and the need to maximise the visibility of the College's research.

College of Business Scholarships Programme Implemented

The College of Business Scholarship programme was initiated in 2015/16. With twelve PhD scholarships the College of Business Scholarship Programme represents the largest business school PhD scholarship in Ireland. The four-year scholarships include fee support as part of the DIT Research Action Plan and a stipend of €10,000 per annum plus research costs supported by externally generated revenue from the College of Business.

The scholarship projects were developed by faculty researchers, with students recruited for each project following a publicly advertised and international recruitment process.

PhD Project	Supervisor
Real-time Healthcare Business Analytics Platform for Optimal Patient Flow in Irish Hospitals	Dr Waleed Abo-Hamad Dr Amr Arisha
Individual Knowledge Management in Pharmaceutical Industry	Dr Amr Arisha
Volatility and Risk Management in European Electricity Markets	Dr James Hanly
New Domesticity: Constructing Female Identity in a Postfeminist Consumer Culture	Dr Kevina Cody
An Investigation into the Impact of Corporate Social Responsibility on Consumer Loyalty	Dr Lorraine Sweeney Prof Joseph Coughlan
Young People's Advertising and Commercial Literacy in the Context of Online Social Networking Sites	Dr Margaret Anne Lawlor
Investigating the Role of Strategic Partnerships in the Internationalisation of SMEs	Dr Aileen Kennedy Prof Joseph Coughlan
A Longitudinal Study of how and when Alcohol Marketing Influences Student Drinking	Dr Pat Kenny
Labour Market Outcomes and Mental Health in Ireland: An Empirical Analysis	Dr Damien Cassells
Internal Brand Management in the Internationalisation of Retail Operations	Dr Edmund O'Callaghan
Online Investment Crowd-funding Pitches: Analysing Entrepreneurial Performances and Communicative Interactions in the Constitution of New Enterprises	Dr Olivia Freeman Brendan O'Rourke
Barefoot Entrepreneurship	Dr Paul Donnelly Dr Miguel Imas

These scholarships build on previous research outputs from DIT College of Business PhD research students that have been recognised internationally with numerous awards and an excellent track record of publishing research in high quality international journals. Achievements by DIT PhD researchers

include best paper awards at the Academy of Marketing, the Irish at Academy of Management, the International Conference on Advances in System Simulation, and the Annual Macromarketing Conference as well as Outstanding Paper Award Winner at Emerald Literati Network Awards and Emerald/EFMD Outstanding Doctoral Research Award in the Human Resource Management Category.

Graduate Business School Launches Research Hub

Building on established research networks in the key thematic areas underpinning postgraduate education programmes, including the MBA, the Graduate Business School has established the Research Hub. Director of the College of Business Paul O'Sullivan explained that "the purpose of the Research Hub is to create a collaboration platform in the Graduate Business School that will attract and support a network of researchers that includes current DIT faculty researchers, research scholars who have graduated from the DIT College of Business PhD Programme, and research partners with long term ties to the College of Business. On this platform, research projects in the Research Hub are situated within international collaborations with leading researchers and the research programme aligns to the key themes of the Graduate Business School - Strategy, Leadership, Entrepreneurship, and Innovation". The Head of the Graduate Business School, Dr Katrina Lawlor is the DIT research leader for the initiative with Professor Vincent Mangematin of Grenoble Ecole de Management and Adjunct Professor at the Graduate Business School in DIT.

To kick-start the Research Hub, the College of Business is supporting three PhD scholarships. These four-year scholarship projects benefit from fee support under the DIT Research Action Plan and scholarship stipends of €15,000 per annum plus research costs supported by the College of Business. Each of the projects have been designed in collaborative partnerships and students have been recruited.

Research Hub PhD Project	Project Leaders
How do Leading Organisations Develop New Strategies and Business Models? <i>PhD Researcher: Niall Minto</i>	Dr Claire McBride Professor Pamela Sharkey Scott Professor Vincent Mangematin
From SME to MNC: Opportunity Recognition within Internationalisation <i>PhD Researcher: Damien O'Shaughnessy</i>	Aileen Kennedy Professor Pamela Sharkey Scott
Role Identity through Social Media <i>PhD Researcher: Jade-Rasmy Kim</i>	Dr Etain Kidney Professor Vincent Mangematin

Professor Vincent Mangematin appointed Research Hub Adjunct Professor of Research

Professor Vincent Mangematin of Grenoble Ecole de Management (GEM) has been appointed Adjunct Professor of Research in the College of Business at DIT. Professor Mangematin's primary engagement with the College will be in the Graduate Business School Research Hub. Professor Mangematin has been working with researchers in the College of Business for the last eight years and has already co-supervised a number of PhD researchers as well as co-publishing almost 20 peer-review journal articles with colleagues in the College of Business in leading international journals such as Long Range Planning, the Journal of International Business Studies, Organisation Studies, Technovation, Journal of World Business, and Journal of Business Strategy.



Professor Vincent Mangematin speaking at the DIT College of Business Research Showcase

Vincent has been a senior professor and Scientific Director at GEM since 2010. His main research areas are strategic management of innovation, user communities in the innovation processes, globalisation of business education, and institutionalisation processes in emerging and changing environments. He has been recognised by the International Association of Management of Technology as one of the top 50 authors of technology and innovation management in the world. As well as being Adjunct Professor of Research at the Research Hub, Vincent has also been an invited professor in Université du Québec, Georgia Institute of Technology, Chalmers University, Cass Business School, and ESSEC Business School.

DIT MBA Accredited by AMBA

In January 2016, the DIT College of Business announced that its MBA programme has been accredited by the international Association of MBAs (AMBA). AMBA accreditation represents the highest standard of achievement in postgraduate business education. Programmes accredited by AMBA are meticulously tested, and just 210 Business Schools in over 70 countries have received the accreditation.



Welcoming the announcement, the Director and Dean of the College of Business, Mr. Paul O'Sullivan said "AMBA accreditation is important not only as it validates the quality of our MBA programme but it also opens up access for our students and graduates to the entire AMBA network". Mr O'Sullivan also noted that a key factor supporting the achievement of this accreditation related to the quality of research outputs from the MBA teaching team in particular.

DIT confers Honorary Doctorate at College of Business Graduation Ceremony

At November graduation ceremony for graduates of the College of Business, DIT conferred an Honorary Doctorate on Egyptian entrepreneur, Mohamed Ragab. The Ambassador of Egypt to Ireland, Her Excellency Ambassador Gendi, also attended the ceremony.



Professor Brian Norton and Dr. Mohamed Ragab at the DIT College of Business Graduation in Saint Patrick's Cathedral

In his citation, Director and Dean of the College of Business, Mr. Paul O'Sullivan described Mr. Ragab's extraordinary career, spanning more than six decades – "from managing his farming family's rice mill, to a brief career in banking, Mr. Ragab developed multiple businesses in tourism and agronomy; in real estate development; and investment in education, from primary to university level".

President of DIT, Professor Brian Norton paid particular tribute to Dr. Ragab, noting that "in addition to Mohamed Ragab's extraordinary achievements in business, the impact of his entrepreneurship has been significant. He has generated economic activity where none existed; he has created enormous employment; and he has invested in education from early childhood to postgraduate levels."

International Recognition of College of Business Scholars

Margaret Farrell and Dr Claudia Wagner win Best Paper at Logistics Research Network Conference

Margaret Farrell and Dr Claudia Wagner of the School of Management won the prestigious Best Paper award at the 20th Annual Conference of the Logistics Research Network (LRN), which took place at the University of Derby.



Dr Claudia Wagner and Margaret Farrell of the School of Management

The paper, entitled 'Analysing Skills and Knowledge Requirements of Entry Level Logistics and Supply Chain Management Professionals: Future Proofing the Irish Graduate' was motivated by a lack of research into graduate level SCM educational requirements. The study found that while business-, logistics- and management-related skills and knowledge are important for logistics professionals, more focused skills and knowledge associated with SCM have become increasingly important. The research proposes a new model for undergraduate level SCM education.

The LRN Conference is one of the main European forums for the presentation of research results, current practice and new ideas in supply chain management, logistics and transport.

Dr John Murray wins Best Paper Prize at EAERCD

Dr John Murray of the School of Retail and Services Management and Arthur Ryan Retail Centre was awarded Best Paper Prize for his paper 'Consumer Perceptions of Higher and Lower-Level Designed Store Environments' at the European Association for Education and Research in Commercial Distribution Annual Conference held in Rennes, France. The paper was an outcome of collaborative research with Professor John Elms of Massey University and Professor Christoph Teller of the University of Surrey. The research has since been published in the

International Review of Retail, Distribution and Consumer Research.



Dr John Murray, School of Retail and Services Management

John is a current College of Business Research Fellow and has just returned from a visiting fellowship in New Zealand at the Centre for Advanced Retail Studies in Massey Business School, Massey University. During this research visit John worked with a number of faculty at Massey University, including Professor Jonathan Elms, where they extended their current collaboration investigating consumer perceptions of design-architecture in retail branding.

Doctoral Candidate Jennifer Manning wins international Management Learning Award

Jennifer Manning, doctoral candidate in the Business Society and Sustainability Research Centre and the School of Marketing won the Management Learning 'Most Thought-Provoking PhD Student Paper' Award at the Qualitative Research in Management and Organization Conference, held in Albuquerque, New Mexico, USA. The paper, entitled 'Reflections on Being a Post/Decolonial Feminist Ethnographer', is based on Jennifer's doctoral research which focuses on the organisation and management practices of marginalised, indigenous Maya women working together in cooperative groups in rural Guatemala. As part of her research Jennifer has already spent a number of months gathering data in Guatemala and is now in the final stages of her doctoral studies.



Jennifer Manning of the School of Marketing during her fieldwork in Guatemala

Jennifer's doctoral research supervisors are Dr Paul Donnelly of the School of Marketing and Dr Miguel Imas of Kingston University.

Professor Tom Cooney Inducted as Fellow to European Council for Small Business

Professor Tom Cooney of the School of Marketing who has been inducted as a Fellow of the European Council for Small Business (ECSB), just the 12th Fellow to be inducted in the history of the organisation. The ECSB is the principal European organisation for entrepreneurship academics and researchers with over 500 members across 33 countries. ECSB Fellows are recognised for their outstanding service to the field of entrepreneurship research and education, as well as their contributions to the ECSB. Earlier this year Tom became Editor of the academic journal *Small Enterprise Research* and for the past two years has been a member of the Grand Jury of the European Commission European Enterprise Promotion Awards. In 2014, Tom chaired the world conference of the International Council for Small Business in Dublin.



Professor Tom Cooney, School of Marketing

Dr Tony Buckley wins Best Paper at European Evaluation Society Conference

Dr Tony Buckley of the School of Marketing won the Best Paper Award at the 11th Annual European Evaluation Society Conference in Dublin.



Dr Tony Buckley receiving his Best Paper Award from Claudine Voyadzis, President European Evaluation Society

The conference brought together over 750 delegates from more than 70 countries. Tony's paper evaluates the role and contribution of public venture capital

(PVC) - as a significant micro policy instrument - to shareholder value creation in growth-oriented indigenous firms in a smaller state. Using Ireland as the case example, the contribution analysis finds that the primary rationale for the PVC policy – to close the perceived equity gap for growth-oriented firms – did not hold in the analysis period.

Lifetime Achievement Award for Professor Aidan O'Driscoll

Professor Aidan O'Driscoll of the School of Marketing received the Lifetime Achievement Award by the UK Academy of Marketing. The award was presented at the 48th Annual Conference of the Academy of Marketing in Limerick. The Academy of Marketing is the UK's leading academic body for marketing researchers, educators and professionals. This is only the second time in its history that such an award has been given to an Irish academic.



Professor Aidan O'Driscoll of the School of marketing receiving his Lifetime Achievement award from the UK Academy of Marketing.

Among the achievements cited 'in recognition of services to marketing' was Aidan's contribution in founding, editing, and co-publishing the scholarly journal *Irish Marketing Review* over 22 volumes. Aidan has authored or co-authored over 100 publications including journal articles, books, edited books, case studies, and conference papers.

Dr. Paul Donnelly elected to Academy of Management Division Leadership



Dr. Paul Donnelly of School of Marketing has been elected to the Academy of Management's Critical Management Studies (CMS) Division leadership track. Paul is the first Irish academic to be elected to the CMS Division leadership track. The Academy has active members from 117 countries, with the CMS Division representing its most international group.

Research in Spotlight

3S Group



Led by Dr Amr Arisha, the 3S Group (Smart Sustainable Solutions for complex business processes) is a multi-disciplinary group specialising in business process optimisation. Since it was established in 2008, it has become the most externally engaged research group in the College of Business, and has established a track record of both research and engagement impact that has established the reputation of the group in Ireland and internationally.



Dr Amr Arisha, 3S Group Leader

3S Group applies state-of-the-art management science expertise (e.g. Operations Research, Business Process Analysis, and Operations Management) to address complex business process issues and develop innovative solutions for a number of applied activity areas including healthcare systems, industrial supply chains and knowledge assessment. Dr Arisha explains: “Excellence in operations is the cornerstone of effective organisations. The 3S Group research places the quest for operations excellence at the heart of many contemporary challenges in business applications. With an increasing complexity of business processes, conventional thinking and solutions are insufficient. Industry needs innovation and new ways to handle variability and uncertainty.”

To date, in addition to funding from the College of Business and DIT, the work of the research group has received important external funding support from a

number of sources, including PhD and postdoctoral awards from the Irish Research Council, in addition to project funding from the Health Services Executive. These projects have also included enterprise partnership contributions, and the 3S Group has developed important relationships with a number of enterprise partners.

A multi-disciplinary approach

In addition to Dr Amr Arisha, core researchers in the 3S Group include Dr Waleed Abo-Hamad, Dr Ayman Tobail, Dr Amr Mafouz, and Dr Mohamed Ragab. Contributing to the multidisciplinary nature of the team a number of other faculty are also engaged in 3S Group projects including the School of Management’s Edward Fleming, Dr Sue Mulhall and Dr Vivienne Byers. Together the team provides expertise in supply chain management, operations management, health service management, accounting, human resource management and knowledge management. Dr Arisha considers that this multidisciplinary organisation is essential, explaining that “when we talk about developing smart sustainable solutions for complex business processes we encounter multiple challenges – process challenges, people challenges, financial challenges – this means we have to approach with tools from each of these areas”.



The 3S Group researchers at the DIT College of Business Research Showcase.

Research pillars

The work of the 3S Group and the deployment of multidisciplinary teams is set out across three pillars: (i) health service planning; (ii) supply chain management; and (iii) knowledge management.

(i) Optimising Health Service Planning in Ireland

Using expert optimisation and supply chain techniques in the health service context has seen the 3S Group make contributions to important initiatives in the health service planning in Ireland. These initiatives include a number of Health Services Executive funded projects targeting the development of decision making frameworks with optimisation and simulation tools that will directly support process improvements and enhance health service planning in hospital environments. The results of a comprehensive process analysis carried out for the

Mater Hospital have seen the 3S Group invited to be part of the planning team for the new Mater Hospital. This and other projects have seen the 3S Group become a key source of expertise relating to stochastic modelling and optimisation of service delivery with the Health Services Executive.

(ii) Supply Chain Management

Supply chain management provides the second pillar of the 3S Group. For a number of years the 3S Group has worked with a number of enterprises such as Unilever, the Musgrave Group, Dunlop and Boran Packaging to develop supply chain optimisation and risk management solutions. An important output of this research is a model to facilitate integrated advanced decision making systems. This model reduces supply chain risks and increases agility in organisations. The group is currently engaged in projects with BWG Foods and the Ragab Group to implement this framework.

(iii) Knowledge Management

A more recently established research pillar for the 3S Group is in the area of knowledge management. Here the focus is on assessing and developing solutions to manage and protect individual knowledge within organisations. This application addresses the issue of organisational knowledge loss and 25 multinational enterprises have already contributed to the first phase of the research. A survey of 1500 enterprises has indicated the significance of the individual knowledge management on strategy. An important first outcome from this research is the development of MINK – *Measuring Individual Knowledge* framework. The researchers involved in this project are currently engaged with the DIT Technology Transfer Office Hothouse to explore the commercial potential of this framework and a spin-off company has been established.

For more information on the 3S Group visit their website at www.3sgroup.ie or contact Dr Amr Arisha at (e) amr.arisha@dit.ie.

3S Group Researchers Receive their PhDs at November 2015 Graduation

The November 2015 graduation at Saint Patrick's Cathedral saw two 3S Group researchers – Dr Ayman Tobail and Dr Mohamed Ragab - receive their PhD awards.

Working under the supervision of Dr Amr Arisha, Dr Ayman Tobail received his PhD for his thesis 'Simulation-Based Serious Games Framework for Learning: Supply Chain Management Application'. Papers from this research have been commended at the International Conference on Advances in System Simulation and published in the Irish Journal of Management.



Dr Ayman Tobail and Dr Mohamed Ragab at the DIT College of Business Graduation

Outputs from Dr Mohamed Ragab PhD thesis, entitled 'The MinK Framework: An Integrated Framework to Assess Individual Knowledge in Organisational Context', have been published in Knowledge Management Research & Practice and the Journal of Knowledge Management, and received Best Paper Award at International Conference on Advances in System Simulation.

Further work targeting commercialisation of the research is in progress for both researchers.

3S Group Researchers Work Recognised at Sixth International Conference on Advances in System Simulation

Researchers from the 3S Group had their work commended at the Sixth International Conference on Advances in System Simulation held in Nice, France. Heba Habib, Dr Waleed Abo-Hamad and Dr Amr Arisha received a best paper award for their paper 'Optimisation of Resources to Improve Patient Experience in the New Emergency Department of Mater Hospital Dublin'. A second paper entitled 'Integrating Simulation Modelling and Value Stream Mapping for Leaner Capacity Planning of an Emergency Department' by Esmat Swallmeh, Ayman Tobail, Dr Waleed Abo-Hamad, James Gray, and Dr Amr Arisha also received special mention as well as an invitation to submit an extended version of this paper for publication. Heba and Esmat are PhD students in 3S Group, while Ayman is a lecturer in the School of Marketing and James Gray is based in the Emergency Department at Tallaght Hospital.

Both papers are outputs from a significant programme of research by the 3S Group on the application of optimisation techniques in healthcare environments. To date, research has been conducted with most of the Dublin primary hospitals, and the Health Services Executive is partnering and funding projects with this group.

Current Projects

Identifying Pathways to a Bioeconomy for Ireland

The European bioeconomy employs some 21.5 million people and represents an annual market value over €2 trillion. It offers significant potential for further growth as EU member states supplement food production with sustainable technologies for production of biofuels, biofertilisers, biochemicals and bioplastics. This market is the focus of a project funded by the Department of Agriculture, Food and the Marine through the Research Stimulus Fund. The multidisciplinary team behind the project is led by Teagasc and includes researchers from the College of Business at DIT as well as researchers from the Technology Centre for Biorefining and Bioenergy at NUI Galway, and Crop Science & Biosystems Engineering at UCD.



A Bioeconomy for Ireland

Paul O'Reilly, Head of Research in the College Business, and a member of the BioÉire team explains that the project is seeking to "identify those areas that will enable Ireland to prosper in this new economy - quantifying, highlighting and developing the near-term market opportunities for Ireland. We are assessing Ireland's natural resources and core strengths, and matching these to global market opportunities. Our objective is to identify up to 8 commercial opportunities that could be viably pursued by Irish-based producers and companies in the short-term, and make recommendations on the development frameworks that could be introduced to underpin commercial exploitation of these opportunities". It is anticipated that such frameworks will relate to R&D programmes, policies, regulatory measures, market supports, funding mechanisms and other initiatives.

For more information on this project please contact Paul O'Reilly at (e) paul.oreilly@dit.ie

Transnational Diaspora Entrepreneurship

Professor Tom Cooney, Director of the Institute for Minority Entrepreneurship at DIT, leads the DIT participation in DiasporaLink, an international project that has been funded under the European Commission Horizon 2020 programme. It is a 4-year exchange programme between 24 universities and research institutes representing the EU, the

Americas, Africa and Asia and is investigating, evaluating and facilitating transnational diaspora entrepreneurship as a driver of development and wealth creation in countries of origin and residence of migrants. Transnational diaspora entrepreneurs are migrants and their descendants who establish entrepreneurial activities that span the national business environments of their countries of origin and countries of residence.

The project identifies transnational diaspora entrepreneurship as having enormous potential for social transformation in both home and host countries, but notes that the potential is not fully realised because of a lack of transnational support, restrictions from regional support agendas, and weak transnational team building in developing and emerging economies. The project seeks to develop new tools for cross-border linking and support. These tools will be based on new financial models, building team competences, IT and social media.

For more information on this project please contact Professor Tom Cooney at (e) thomas.cooney@dit.ie

Origin Green – Enterprise Partnership Collaboration with Bord Bia

Supported by the Irish Research Council's Enterprise Partnership Scheme, Lisa Koep, a PhD researcher in the School of Marketing has been engaged in a significant sustainable marketing project with Bord Bia.



Aidan Cotter, CEO of Bord Bia, with Lisa Koep and Professor Aidan O'Driscoll of the School of Marketing

This research is designed to inform Origin Green, the major Bord Bia strategic initiative that seeks to establish Ireland as a world leader in sustainably produced food and drink. Origin Green is an internationally-focused programme that verifies the green and sustainable credentials of Irish food and drink producers and promotes these standards and commitments to a global market. Lisa's research investigates the challenges and opportunities associated with the communication of corporate social responsibility (CSR) and sustainability.

The doctoral research is supervised by Professor Aidan O'Driscoll of the School of Marketing and based in the Business, Society and Sustainability Research Centre. Work to date includes

investigations of the interplay between forward-facing statements of companies and their completed achievements, as well as consultative approaches to CSR communication. Research outputs have been presented at the CSR Communication Conference in Graz and Ljubljana, and the international colloquium of the European Group for Organisational Studies in Athens and Naples, as well as other specialist conferences.

As part of the work, Bord Bia have been provided with a number of illustrative case studies, blog content and research insights reports, while Lisa has gained first-hand insights into the communication of the Origin Green programme, the world's first national food sustainability programme.

For more information on this project please contact Lisa Koep at (e) lisa.koep@dit.ie.

Developing Values and Sustainable Consumption Behaviour

Dr Vivienne Byers of the School of Management and Dr Alan Gilmer of the School of Transport Engineering, Environment and Planning have received funding from the Environmental Protection Agency. The project is one of ten projects funded nationally under the EPA's Sustainability Research Pillar initiative. The outputs from these projects are intended to enhance the evidence base for impactful environmental decision-making in Ireland and internationally. This includes developing solutions for more efficient use of resources and helping to generate the knowledge and expertise needed to protect, manage and enhance Ireland's environment for the good of all its citizens.



The DIT project, under the lead of Dr Vivienne Byers is entitled 'Beyond Neoliberalism; Values and Sustainable Consumption Behaviour', and will explore how individuals can be encouraged to engage in a wide range of pro-environmental practices to address both discrete environmental problems and major global challenges such as climate change. The project will address systematic, structural, and institutional perspectives on how organisations, through public policy initiatives, can develop and sustain these changes in behaviour towards sustainability in the future.

For more information on this project, please contact Dr Vivienne Byers at (e) vivienne.byers@dit.ie

Innovative Retail Location Innovation Technology Commercialised through New DIT Spin-Off

Dr Bill Dwan, lecturer in Retail Location in the School of Retail and Services Management, has established through cooperation with DIT Hothouse a spin-off enterprise to commercialise an innovative retail location technology. The spin-off enterprise, Eagletown, has benefited from two Enterprise Ireland feasibility grants, and is currently in the process of working with Enterprise Ireland and DIT Hothouse to source additional funding to further develop the technology initially developed during Bill's doctoral studies at DIT, and further developed in research carried out subsequently.



Dr Bill Dwan of the School of Retail and Services Management

Eagletown will provide two retail location services – both developed from Bill's research. Firstly, it will provide retail location expertise and solutions to local authorities, government agencies, retailers, banks and developers. Significant interest from Irish and international retailers as well as local authorities is currently being pursued. Secondly, it will offer a web platform that can be used by location analysts around the world. This platform offers significant potential to develop export markets for Eagletown.

Bill explains that the business can deliver services to support public and private good: "A key objective of the business is to significantly assist public decision making in addition to the commercial opportunities that we are targeting".

For more information on this project please contact Dr Bill Dwan at bill.dwan@dit.ie

DIT Conference Activity in 2015/16

Technology Transfer Society Conference October 28-30, 2015

The Technology Transfer Society International Conference was hosted by the College of Business between October 28 and October 30, 2015. Co-chaired by Paul O'Reilly, DIT College of Business Head of Research, and Professor James Cunningham of the University of Northumbria, the conference featured 70 papers from researchers from around the world, the conference theme focused on explorations of the micro perspectives of technology transfer in different institutional, organisational and governance contexts through a variety of theoretical lens and using different methodological approaches. The conference had panels and workshops on topics such as academic entrepreneurship, models of technology transfer, university R&D collaboration, public sector entrepreneurship, and research team dynamics.



The conference also featured several distinguished keynote speakers including Professor Simon Mosey, editor of the Journal of Technology Transfer and Professor Entrepreneurship at the University of Nottingham, Professor Markus Perkmann, Professor of Technology and Innovation Management at Imperial Business School, and Professor Rosa Grimaldi, Professor of Entrepreneurship and Innovation Management at the University of Bologna.



Professor Brian Norton and Minister for Skills Research and Innovation Mr Damien English with Conference Co-Chairs Paul O'Reilly and Professor James Cunningham

As it was the first time the conference was held in Ireland, the Minister for Skills, Research and

Innovation, Mr. Damien English, TD, was on hand to open the conference. In his opening remarks he noted the importance of the conference in contributing new insights to an area that was of critical importance to the national science and technology strategy. Recent Technology Transfer Society conferences have been hosted by the New York Academy of Sciences, George Washington University, John Hopkins University, Augsburg University, and the University of Bergamo, while the 2017 conference will be held in Arizona State University.

Paul and James are currently finalising a special issue of the Journal of Technology Transfer Society based on the best conference papers. Together with Professor Vincent Mangematin of Grenoble Ecole de Management and Dr Conor O'Kane of the University of Otago, Paul and James are co-founders of TOPIK (Translation of Principal Investigator Knowledge), an international multidisciplinary group of researchers who are pioneering research into the challenges faced by scientists as principal investigators in leading and managing large scale funded research projects (www.topik.ie).

41st Annual Macromarketing Conference, July 13-15, 2016

Professor Aidan O'Driscoll of the School of Marketing was one of the three conference co-chairs for 41st Annual Macromarketing Conference, which was held at Trinity College Dublin in July 2016. The other co-chairs, Dr Norah Campbell of Trinity College Dublin and Dr Marius Claudy of University College Dublin both completed their doctoral studies at DIT under the supervision of Aidan. Indeed, the conference offered an opportunity for a number of DIT PhD graduates to come together with Dr Alan Bradshaw, Dr Nicole Gross and Dr Dee Duffy also presenting papers.

Being the centenary of the 1916 Rising, the conference chose 'Academic Activism' as its overall theme, exploring how macromarketers can be more proactive in helping solve some of the problems that are rooted in the relationships between marketing systems and society. The conference also asked how macromarketers can become more active to make their contributions heard in the academic research generally, and indeed work to have greater impact on society in general. Other important themes at the conference included sustainability, globalisation, consumer culture, ethics, social marketing, marketing history and marketing theory.

International Conferences Coming to the DIT College of Business in 2017

School of Marketing to host International Research Methods Conference in June 2017

The College of Business will host the 16th European Conference on Research Methodology for Business and Management Studies on 22-23 June, 2017. Dr Tony Buckley of the School of Marketing is the conference chair. Tony explains that the conference “is generally attended by participants from more than 25 countries and it will offer a supportive and friendly environment to both early career and established researchers in business and management research”. Papers presented at the conference will be considered for further development and publication in the Electronic Journal of Business Research Methods, which will publish a special issue on the best papers presented at the conference, and International Journal of Systems and Society.

The conference will also play host to the 2nd Innovation in Teaching of Research Methodology Excellence Awards. The conference will feature papers on topics ranging from: Frameworks for Research and Research Designs; Data Collection; Data Quality and Data Management; Qualitative Data Handling and Data Analysis; Quantitative Data Handling and Data Analysis; Mixed Methods Data Handling and Data Analysis; ICT and Software; Research Management and Impact; Research Skills; and Communication to Dissemination of Research.

The closing date for abstracts is December 1, 2016.

School of Retail and Services Management to host EAERCD 2017

DIT School of Retail and Services Management will host the 19th International Conference on Research in the Distributive Trades of the European Association for Education and Research in Commercial Distribution (EAERCD) on 4-6 July 2017 at the DIT Aungier Street Campus. The EAERCD was formed in 1990 to act as a contact point for academics involved in research and teaching in the distributive trades.

The EAERCD biennial international research conference aims to stimulate discussion and contribute to an international exchange of ideas,

through presenting and analysing research and practical experience amongst researchers and practitioners within the distributive trades. The 2017 conference will be co-chaired by Dr Edmund O’Callaghan and Dr John Murray of the School of Retail and Services Management.



The full paper submission deadline is February 3, 2017 and papers are sought in the following tracks: Strategic Retailing; International Retailing; Branding & Private Labels; Retail Management; Retail Marketing; Consumer Behaviour; E-Commerce in Retailing; History of Retail & Distribution; and Supply Chain Management.

The conference represents a significant event for the School of Retail and Services Management which hosts the Arthur Ryan Retail Centre and has extensive engagements with leading retailers in Ireland. The School has also established itself as a lead member of a major international network of retail schools that includes the University of Stirling (UK), Massey University (New Zealand), Oxford Institute of Retail Management (UK), and Ryerson University (Canada).

Publications

The following lists journal and book publications by DIT faculty during 2015/16. For further information on College of Business publication activity please visit the DIT Arrow Repository at <http://arrow.dit.ie/>.

Ayman Tobail, A., Crowe, J. and Arisha, A. (2016) Interactive Learning: Developing an eSimulation Portal Framework, Irish Journal of Management.

Buckley, A.P. (2015) Using sequential mixed methods in enterprise policy evaluation: A pragmatic design choice?. Electronic Journal of Business Research Methods.

Buckley, A.P. (2016) Using contribution analysis to evaluate small and medium enterprise support policy. Evaluation.

Byers V. (2015) The challenges of leading change in health-care delivery from the front-line. Journal of Nursing Management.

Byers, V. (2016) Communication in the workplace. In Cross, C & Carbery, R. (Eds.) Organisational Behaviour: An Introduction. Basingstoke: Palgrave MacMillan.

Byers, V. (2016) Democratic governance and health: Hospitals, politics, and health in New Zealand. Journal of Health Politics, Policy and Law.

Cody, K. (2015) 'Liminal' in Ritzter, G. (Ed). Encyclopedia of Sociology (2nd Ed.) Wiley-Blackwell.

Cody, K. (2015) Hearing muted voices: the crystallization approach to critical and reflexive child-centric consumer research. Young Consumers.

Cody, K. and Dunn, B. T. (2015) Musical Identity: solo artist and band projects. In Beech, N. & Gilmore, C. (Eds.). Organising Music: Theory, Practice, Performance. Cambridge: Cambridge University Press.

Connolly, J. and Dolan, P. (2016) Social class tensions, habitus and the advertising of Guinness. Sociological Review.

Cotter, J., and Hanly, J. (2015) Performance of utility based hedges. Energy Economics.

Cunningham J., O'Reilly P., O'Kane, C., Mangematin V. (2016) Publicly funded principal investigators as transformative agents of public sector entrepreneurship. In Audretsch, D. and Link, A. (Eds.) Essays in Public Sector Entrepreneurship.

Cunningham J., O'Reilly P., O'Kane, C., Mangematin V. (2016) Publicly Funded Principal Investigators Allocation of Time for Public Sector Entrepreneurship Activities, Economia e Politica Industriale.

Cunningham, J.; O'Reilly, P.; O'Kane, C.; Mangematin, V., Managerial challenges of publicly funded principal investigators. International Journal of Technology Management.

Dolan, P. (2015) Balances between civilising processes and offensives: Adult-child relations in Irish primary schools from the mid-nineteenth century. Human Figures.

Dolan, P. (2016) Adult and child identities in Irish primary schools, c. 1830–1909. History of Education.

Dolan, P., and Connolly, J. (2015) Documents and detachment in the figurational sociology of sport. Empiria: Revista de Metodología de Ciencias Sociales.

Dolan, Paddy (2015) 'Norbert Elias'. In J. Michael Ryan and Dan Cook (Eds.) The Wiley-Blackwell Encyclopedia of Consumption and Consumer Studies. Oxford: Wiley-Blackwell.

Duffy, D. (2015) Situating Men within Local Terrain: A Sociological Perspective on Consumption Practices. In John W. Schouten, Diane M. Martin, Russell Belk (Eds.) Consumer Culture Theory (Research in Consumer Behavior, Volume 16) Emerald Group Publishing.

Duffy, M. and O'Rourke, B. (2015) A systemic view of meetings: Windows on organization collective mind. In J. A. Allen, N. Lehmann-Willenbrock & S. G. Rogelberg (Eds.), The Cambridge Handbook of Meeting Science. Cambridge: Cambridge University Press.

Feeney, S. and Hogan, J. (2016) A path dependence approach to understanding educational policy harmonisation: The qualifications framework in the European higher education area. Higher Education Policy.

Feeney, S. and Horan, C. (2015) The Bologna Process and the European Qualifications Framework: A routines approach to understanding the emergence of educational policy harmonisation. In Hogan, J., and Howlett, M. (Eds.) Policy Paradigms in Theory and Practice: Discourses, Ideas and Anomalies in Public Policy Dynamics. Basingstoke: Palgrave.

Feeney, S., Hogan, J. & Donnelly, P.F. (2015) What stick figures tell us about Irish politics: Creating a critical and collaborative learning space. Teaching in Higher Education.

Finch, J., Horan, C. and Reid, E. (2015) The performativity of sustainability: making a conduit a marketing device. Journal of Marketing Management.

Galstyan, V. and Velic, A. (2016) Debt thresholds and real exchange rates: An emerging markets perspective. Journal of International Money and Finance.

Hogan, J. and O'Rourke, B. (2016) A discursive institutionalist approach to understanding comparative policy change: Ireland and Mexico in the 1980s. Latin American Policy.

Hogan, J. and O'Rourke, B. (2016) Understanding changes to Irish industrial policy using a discursive institutionalist approach. Melbourne Journal of Politics.

Hogan, J., and Howlett, M. (Eds.) (2015) Policy Paradigms in Theory and Practice: Discourses, Ideas and Anomalies in Public Policy Dynamics. Basingstoke: Palgrave.

Hogan, J., and O'Rourke, B. (2016) Understanding the Changes to Irish industrial policy during the 1980s using a discursive institutionalist approach, Melbourne Journal of Politics.

Hogan, J., and Timoney, N. (2016) A discursive institutionalist approach to understanding the changes in Irish social partnership policy after 2008. Journal of the Statistical and Social Inquiry Society of Ireland.

- Jawad, R., Dolan, P., and Skillington, T. (2016) Sociology in the 21st century: Reminiscence and redefinition. *Sociology*.
- MacDonald, E., Sherlock, R., and Hogan J. (2015) Measuring political brand equity in Ireland. *Irish Political Studies*.
- Mohammed Mesabbah , Amr Arisha (2016) Performance management of the public healthcare services in Ireland: a review . *International Journal of Health Care Quality Assurance*.
- Morales, L. and Soler-Domínguez, A. (2015) Assessment for learning: How plagiarism can be used as an efficient learning tool. *International Journal of Learning, Teaching and Educational Research*.
- Morales, L., Soler-Domínguez, A. (2015) "Using ePortfolios to encourage responsible feedback. *Higher Learning Research Communications*.
- Morales, L., Soler-Domínguez, A., and Tarkovska, V. (2015) Self-regulated learning and the role of ePortfolios in business Studies. *Education and Information Technologies*.
- Mulhall, S. (2015) Evaluating HRD programmes. In Carbery, R. and Cross, C. (Eds.) *Human Resource Development: A Concise Introduction*, Hampshire, Palgrave Macmillan.
- Mulhall, S. (2016) Critical moments and second-chance education constructing socially excluded women's stories of career success. *Journal of Education and Work*.
- Murray, J., Elms, J. and Teller, C. (2015) Consumer perceptions of higher and lower-level designed store environments. *The International Review of Retail, Distribution and Consumer Research*.
- O'Driscoll, A., Claudy, M. and Garcia, R., (2015), 'Consumer resistance to innovation – a behavioral reasoning perspective', *Journal of the Academy of Marketing Science*.
- O'Reilly P., Cunningham J., Mangematin V., O'Kane C., (2016) At the frontiers of scientific advancement: the factors that influence scientists to become or choose to become publicly funded principal investigators. *Journal of Technology Transfer*.
- O'Rourke, B., Hogan, J. and Donnelly, P. (2015) Developing an elite formation index for comparative elite studies: The schooling of Irish and UK cabinet ministers. *Politics*.
- O'Donnell, E. & L. O'Donnell (2015) Technology-enhanced learning: towards providing supports for PhD students and researchers in Higher Education. In *Handbook of Research on Scholarly Publishing and Research Methods*.
- O'Donnell, E., Lawless, S., Sharp, M. and Wade, V. (2015) A review of personalised e-learning: Towards supporting learner diversity. *International Journal of Distance Education Technologies*.
- O'Donnell, E., Lawless, S., Sharp, M., and O'Donnell, L. (2015). Learning theories: ePedagogical strategies for massive open online courses in higher education. In E. McKay, & J. Lenarcic (Eds.) *Macro-Level Learning through Massive Open Online Courses: Strategies and Predictions for the Future*. Hershey, PA.
- O'Kane, C., Mangematin, V., O'Reilly, P., and Cunningham, J. (2015) Underpinning strategic behaviours and posture of principal investigators in transition/uncertain environments, *Long Range Planning*.
- O'Rourke, B. K., and Hogan, J. (2016) Guaranteeing failure: neoliberal discourse in the Irish economic crisis. *Journal of Political Ideologies*.
- O'Rourke, B. K., and Hogan, J. (2016). Guaranteeing failure: neoliberal discourse in the Irish economic crisis. *Journal of Political Ideologies*.
- Osorio, A.E., Donnelly, P.F. and Ozkazanc-Pan, B. (2015) An entrepreneurial context for the theory of the firm: Exploring assumptions and consequences. *New England Journal of Entrepreneurship*.
- Pastine, I., Pastine, T. and Redmond, P. (2015) Incumbent-quality advantage and counterfactual electoral stagnation in the U.S. Senate. *Politics*.
- Prendergast, M. (2016) Training and developing non-Irish workers, *European Journal of Training and Development*.
- Ragab, M.A.F. and Arisha, A. (2015). The MinK framework: towards measuring individual knowledge. *Knowledge Management Research & Practice*.
- Rashwan, W., Abo-Hamad, W. and Arisha, A. (2015) A system dynamics view of the acute bed blockage problem in the Irish healthcare system. *European Journal of Operational Research*.
- Redmond, P. and Regan, J., 2015. Incumbency advantage in a proportional electoral system: a regression discontinuity analysis of Irish elections. *European Journal of Political Economy*, 38: 244-256.
- Redmond, P., Regan, J. (2015) Incumbency advantage in a proportional electoral system: a regression discontinuity analysis of Irish elections. *European Journal of Political Economy*.
- Ryan, C. and Wagner, C.M. (2016) Supply Chain Strategies and the Engineer-to-Order Approach. In Richard Addo-Tenkorang, R., Jussi Kantola, J., Petri Helo, P. and Ahm Shamsuzzoha, A. *Supply Chain Strategies and the Engineer-to-Order Approach*, IGI Global.
- Sinclair, Gary and Paddy Dolan (2015) Heavy metal figurations: Music consumption, subcultural control and civilising processes. *Marketing Theory*.
- Thorwarth, M., Rashwan, W., and Arisha, A. (2015) An analytical representation of flexible resource allocation in hospitals. *Flexible Services and Manufacturing Journal*.
- Vahagn Galstyan, V. and Velic, A. (2016) Debt thresholds and real exchange rates: An emerging markets perspective, *Journal of International Money and Finance*.
- Veksler, A. (2015) Lobbying in the sunshine—hiding behind transparency?, *Journal of Public Affairs* Volume.
- Woodard, M.S., Miller, J.K., Miller, D.J., Silvernail, K.D., Guo, C., Nair, S., Aydin, M.D., da Costa Lemos, A.H., Donnelly, P.F., Kumpikaite-Valiuniene, V., Marx, R. and Peters, L.M. (2016) A cross-cultural examination of preferences for work attributes. *Journal of Managerial Psychology*.

College of Business Research Centres and Groups



The **Business Society Sustainability Research Centre** is a designated DIT research centre committed to critical and creative analysis and reflection on the impacts of business on the wider society and the impact of the wider society on business. Central to these impacts is the theme of sustainability understood not only in its ecological sense but also in the sense of the ability of business to maintain ethical and political legitimacy through creating value in the long-term. The centre engages in a diversity of analytical perspectives and encourages an iterative dialogue between academics, practitioners and policy-makers. Further information: Dr Brendan O'Rourke at (e) brendan.orourke@dit.ie.

ARTHUR RYAN RETAIL CENTRE

The **Arthur Ryan Retail Centre**, established in September 2012 in DIT, is an innovative centre for Retail Excellence. The centre is located in the School of Retail and Services Management within the DIT College of Business. The Centre acts as an interface between academia and the retail sector and aims to contribute towards the development of sustainable retail policy, effective retail education and supportive retail services for the retail and services sector. Further information: John Jameson at (e) john.jameson@dit.ie.



The **3S Group** (Smart Sustainable Solutions for complex business processes) is a multi-disciplinary group specialised in business process optimisation. It applies state-of-the-art management science expertise (including Operations Research, Business Process analysis, and Operations Management) to address complex business process issues and develop innovative solutions for a number of applied activity areas including healthcare systems, industrial supply chains and knowledge assessment. Further information: Dr Amr Arisha at (e) amr.arisha@dit.ie.



The **Institute for Minority Entrepreneurship** was established to offer minority groups in Ireland equal opportunity through entrepreneurship education and training. This engagement programme is underpinned by studies of entrepreneurship and the entrepreneurship opportunity in a range of minority contexts. Further information: Professor Thomas Cooney at (e) thomas.cooney@dit.ie.



TOPIK brings together an international multidisciplinary group of researchers who are pioneering research on the challenges that scientists face as principal investigators in leading and managing large scale funded research projects. Key activities include (i) advancing knowledge of principal investigators through further empirical studies and gathering comparative cross country data; and (ii) Creating professional development principal investigator self-evaluation tools, gaming and frameworks to support the development of principal investigators based on insights from our research findings.

Further Information

If you have any enquiries about our work, would like us to collaborate or undertake research, or are interested in undertaking doctoral study with the researchers in the DIT College of Business, or if you would like to receive further information on projects outlined, research outputs and publications, and upcoming events outlined in this review, please contact:

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