

Newsletter

Message from the Executive Dean



Welcome to the Kemmy Business School autumn newsletter. The busy entranceways and queues for a coffee are a welcome return as we are back in full swing for the first time in two and a half years. We all missed the energy that only a full active campus community can bring. The KBS has been working since January on our Strategic Plan and that plan has now passed through all stages and been ratified by the KBS Faculty Board, subject to some final feedback and amendments.

It is my expectation that we can finalise and publish the plan in the coming weeks. I believe that this strategic plan is particularly important coming on the heels of COVID, on the 50th anniversary of the founding of the university and facing into a seemingly intractable climate crisis. There are many predictions of how COVID will have long term implications on the University sector. Based on our experience and acumen, I believe that we can optimize blended and online learning to reach students, particularly part-time learners in full time employment. However, I also believe that a return to campus lectures and the attendant social interactions is particularly important for our undergraduate students.

Returning to our strategic plan, from January the implementation of the plan will begin. We have set bold targets across all our activities, particularly incorporating sustainability as a learning outcome in our modules and programmes and how our research addresses the UN's Sustainable Development Goals (SDGs). We will also look our own carbon footprint and begin to create a digital twin of our activities so that we can better understand how we can change and then use that change to inform our teaching and research.

I wish everyone the best in their studies and exams as we approach the end of the autumn semester, and I hope you are all looking forward to a well deserved break at the end of the year.

Professor Finbarr Murphy
Executive Dean



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KBS expanding its entrepreneurial ambition and social innovation initiatives, Dr Briga Hynes



Entrepreneurial action shapes economic prosperity, social equity and environmental protection playing an important role in addressing the Sustainable Development Goals (SDGs) and environmental challenges through new innovations, bringing new solutions to market, having an experimentation mindset, serving as agents of change. Entrepreneurial skills and competencies align with the range of creative, innovative, questioning and resilience skills and capabilities required by graduates and companies to navigate and succeed in a 21st-century Volatility, Uncertainty, Complexity and Ambiguity (VUCA) world.

Recognising this the KBS continues to expand its range of entrepreneurship and innovation initiatives to create greater inclusivity making entrepreneurial ambition more accessible and realisable across all age cohorts and disciplines, researchers and externally to regional communities. Complementing the range of entrepreneurship and innovation related in-curricula modules and programmes The Kemmy Business School in partnership with Nexus Innovation Centre, the Consulting and Entrepreneurship Society (ULCES) and Enactus collaborated on a number of initiatives expanding ULs entrepreneurial support ecosystem.

Enabling the Entrepreneurial Mindset – for research commercialisation and student entrepreneurial pathways

- From Research to Spin Out – The Role of Entrepreneurial and Innovative Thinking Programme – new programme targeted to researchers, post doc and PhD students on how to develop the commercial potential from research for spin out, commercialisation and start up opportunities.
- Student Inc Accelerator programme - KBS and Nexus Innovation Centre sponsored two UL students on this cross-institutional immersive student accelerator programme supports. The students participated in training sessions, one to one and group mentoring sessions and received €4,000 seed funding. Student Inc was placed 3rd in The Innovation and Entrepreneurship Programme of the Year Competition at the 2022 European Triple E Awards ceremony run by Accreditation Council for Entrepreneurial and Engaged Universities (ACEEU).
- Workshops and seminars – A number of workshops were delivered on emerging areas of importance such as EntreSTEM – merging Entrepreneurial thinking to STEM to solve real-world problems workshop; Mindset & Negotiation Development, and How to Attract Funding obtained very positive feedback from students, facilitators, and external stakeholders and raised the international reputation and collaborations for the KBS and student societies.

Showcasing: Rewarding and celebrating - Students had the opportunity to win over €35,000 in various competitions such as UL Foundation Enterprise and Innovation Awards; ULCES Consulting Case Club, ULCES Innov8 Hackathon, ULCES 52Start, University Sparks, Student Inc., Irish Student Entrepreneurship Forum.

- The All-Ireland Entrepreneurship summit brought students and industry-leaders, social and commercial entrepreneurs, graduate entrepreneurs and students from around Ireland providing an open forum for entrepreneurial inspiration, motivation, and discussion.
- Student-Led Entrepreneurial space 'Innospace' provided informal space for students to host talks, workshops and provided an important networking and peer learning space for all-things entrepreneurship both social and commercial.
- Start UP weekends, internally UL and externally where students were pushed beyond their comfort zone to engage in entrepreneurial challenges to address SDGs, global, social and technological challenges.
- University of Limerick Foundation Entrepreneurship and Innovation Awards 2022 saw students pitching for awards across two categories of Best Commercial Idea and the Best Social Innovation. The ideas pitched portrayed the considerable breadth and diversity of industry sectors representing Ireland's entrepreneurial landscape across commercial and social enterprises. Two of the winners secured a place on the Student Inc Programme a student start-up accelerator programme sponsored by the Kemmy Business School and Nexus.

Networking, Transforming and Enabling SMEs and Communities – Working with local entrepreneurs and community groups to solve social and broader SDG challenges has been central to the initiatives transforming lives in disadvantaged communities locally and internationally. For instance:

- KBS Exploration Day, the School welcomed sixth class students from Le Chéile National Schools who took part in an interactive session on Entrepreneurial and Creative Thinking - be an Entrepreneur for a Day, Students were given an overview of ways to generate new ideas through fun team exercises and were tasked with generating and presenting ideas for their own product and company.
- Entrepreneurship and Creativity Bootcamps for Transition Year students - KBS and Nexus collaborated with UL Access Office to deliver an Entrepreneurship and Creativity immersive bootcamp to over 20 students from DEISS schools.
- ULCES assisted a non-Profit NGO called Youth4Jobs to empower disabled youths across India and Bangladesh to work for large multinationals like Amazon by creating Social Impact Strategy and Social Impact KPIs through a collaboration with CSRN, Deloitte, and Accenture using best-practice industry models for social innovation and scaling. They were also linked to local distributors like Cocochoco IE, Limerick to develop an international selling presence and expansion plan for EU countries.
- Global Student Entrepreneur Awards and EULab, the latter being a new sustainable-driven Erasmus+ funded programme between UL, Audienca Business School, University of Oulu, and Universidad de León focusing on circular economy, sustainable urban development, and transformative cross-disciplinary and university design-thinking collaborations
- Social Impact Ireland collaboration where KBS works with Social Impact Ireland on research, training and competency development supports for social entrepreneurs. Current project includes ARISE - a government funded project to Awareness Raising Initiative for Social Enterprises.



Creating a carriage for the Horizon ecosystem: Some lessons learnt Professor Martin Mullins

As a group, ERG has been active in EC funded research for more than a decade now. This has allowed us to grow the team, tap additional revenue streams and make a tangible contribution to the KBS research outputs. It has been worth the effort in my view – it has allowed the team to get our heads up and address the real societal problems as captured by EC call texts. ERG stakeholders, in the main, reside outside our university among the RTOs and blue-chip companies that work on the Commission's research priorities. We often use the metaphor of a train carriage to illustrate our approach. We add ERG rolling stock that contain niche and difficult to replicate research offerings to trains often pulled by major RTOs or research platforms. Our refrain; if you can't insure it – you can't do it!

Among the lessons learned are;

1. Have a clear story on what you can bring to research consortia. In our case, our core offering has been solving the problems associated with the liability regimes around emerging technologies.
2. Be willing to pivot. We had often been approached on the applied ethics element technology roll-outs and we responded by adding a philosopher to the faculty team.
3. Embrace interdisciplinarity. The team has also included toxicologists and lawyers in order to create end to end solutions for our research partners. We needed to reach out beyond the traditional domain of accounting and finance.
4. Create a local network. Consortia leads in general are not overly interested in academic credentials and are more likely to pay attention when you bring a network of private and public actors with you.
5. Understand the territory. There are powerful, highly professionalised research players in the Horizon ecosystem, to succeed you will need to establish strong relationships.
6. Strategic patience. This is a long-term challenge and needs to be supported and resourced.
7. Business intelligence. Make use of our brilliant NCPs and the resources in our Research Office.
8. The TEAM. Without a strong team ethos and long-term planning – success will be very limited. This is the most important lesson.

The European Commission place increasing emphasis on societal impact and we believe there are increasing opportunities for all disciplines within the KBS. All members of ERG are keen to promote success and are more than happy to discuss any aspects of Horizon funding with colleagues, from starting out to more developed ideas.

KBS students graduated on 26 August from many professional, undergraduate and postgraduate programmes. We were delighted to see two PhD students also being conferred during graduation week. Well done to Dr Sven Baehre and Dr Mauricio Perez-Alaniz, and to their supervisors. We are extremely proud of their achievements.

KBS PhD Graduates



Dr Sven Baehre

PhD title: "Net Promoter Score (NPS) as a Predictor of Future Sales Growth: Empirical Insights to Improve Managerial Practice."

Supervisors: Professor Michele O'Dwyer and Professor Lisa O'Malley.

Sven's PhD research focused on investigating if and how NPS can be used by practitioners as a meaningful metric for decision-making by exploring different sampling & calculation methodologies and by investigating if NPS can be used meaningfully across countries. Sven received the "Best Methodology in Doctoral Colloquium" award at the Academy of Marketing Conference 2018 and his PhD research has been published in the Journal of the Academy of Marketing Science and the Journal of Business Research. Sven works as a Director of Consumer Insights & Market Intelligence at adidas.

Dr Mauricio Perez-Alaniz

PhD title: "Overcoming barriers to research and innovation in firms: A study of financial and non-financial constraints".

Supervisor: Professor Helena Lenihan.

As a PhD researcher, Mauricio was part of a UL-based research team working on a Science Foundation Ireland funded-research project. Working with the Principal Investigator and PhD supervisor, Prof. Helena Lenihan, Mauricio has co-authored a number of academic papers published in leading international peer-review journals, including Ecological Economics, and Industry and Innovation. Mauricio currently works as a Postdoctoral Researcher at the Department of Economics, KBS.



KBS News

As part of the European Year of Youth, Commissioner McGuinness held a dialogue with young people from throughout Europe about their vision for the future of finance. Twelve participants were selected based on a contest inviting young people between 18 and 25 to submit videos on their vision for the future of finance. One of our graduates, Catriona O'Halloran won a place at the event. This is such a fantastic achievement and Catriona is an amazing ambassador for the KBS



**EUROPEAN
YEAR OF
YOUTH**

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The Limerick Symposium - Integrating the New European Bauhaus into Ireland's Climate Transition



Positive City Exchange (+CityxChange), a Horizon 2020 Smart Cities and Communities project, has been implemented in Limerick since 2018. It explores the development of a structured approach to decarbonising cities. On October 13th, Limerick's +CityxChange team held a symposium to present infrastructural demonstrators, and to share insights and learning from project implementation with Dublin and Cork, the Irish cities taking part in the "100 Climate-neutral and Smart Cities by 2030" Horizon Europe Mission.

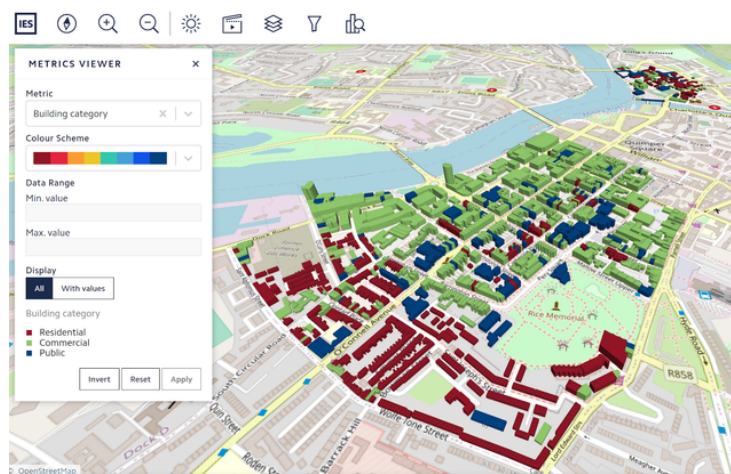
The symposium took place in the Citizen Innovation Lab at the UL City Campus. The invited audience included people from government departments, local authorities, academia and state agencies involved in the delivery of Ireland's Climate Action Plan and Ireland's Cities Mission. The Citizen Innovation Lab, an ENoLL member Living Lab, operates as a collaboration between Limerick City and County Council and the University of Limerick through the +CityxChange project. It is a tangible output of the project's work to initiate an open innovation ecosystem in the city focussed on decarbonisation and sustainable digitalisation. Its citizen-centric approach to innovation embodies the values of sustainability, beauty and inclusion of the New European Bauhaus policy initiative that aims to transform by connecting the European Green Deal to people's day-to-day lives. For this reason the event was supported by the Department of Housing, Local Government and Heritage.

At the symposium, Limerick City and County Council presented an overview of +CityxChange, sharing data on a reduction in city-centre vacancy rates during the implementation period. The project's systematic co-creation approach was presented by UL, and its alignment with the New European Bauhaus policy initiative explored. Citizen Innovation Lab Stories told by +CityxChange Positive Energy Champions demonstrated citizen interactions with digital tools for collaboration and project impact in Limerick. Tom O'Brien and Helena Kelly of the Garryowen Community Development Project told how they grew a Sustainable Energy Community in Garryowen through a creative collaboration with artists Veronica Santorum and Daniel Clancy saying that when it comes to local climate action, there can be no more "can't do" and only "we can".





The GKinetic CEFA 12 tidal turbine at its test site in Northern Ireland.



The IES R&D Limerick Energy Model and Decision Support Tool used to model decarbonisation roadmaps to 2050 in Limerick.

Limerick based SME, GKinetic Energy Ltd., detailed the development of their tidal turbine where stakeholder engagement enabled by the project's open innovation approach informed the evolution and siting of their design. They described the considerable regulatory barriers faced in testing inshore renewable energy assets in Ireland. IES R&D presented Limerick's decarbonisation roadmap to 2050 developed using the Limerick Energy Model, a digital twin of the city.

Building on Smart Cities and Communities networks cultivated by UL through participation in +CityxChange, Thomas Osdoba, lead of the Net Zero Cities Consortium – the coordinator of the EU platform supporting the 118 cities participating in the Cities Mission – attended the event. This was the start of a process to initiate cross-city collaboration towards climate-neutrality in Ireland through a National Cities Mission Platform. Helena Fitzgerald, Research Fellow in the Department of Economics, led the curation of the symposium working with the Urban Innovation Department in Limerick City and County Council. Professor Stephen Kinsella is the P.I. of +CityxChange.

Faculty News

Retirements



Having joined UL in 1989, Michael McMahon retired in September from his role as Lecturer in Insurance in the Department of Accounting and Finance. Prior to his academic career, Michael spent many years working internationally in the insurance industry. We thank Michael for his many years of service to the KBS and wish him every happiness in his retirement.



After a long and distinguished career of great service to the KBS and the University, our great friend and colleague Kathleen Keane retired on 14 October. Kathleen will be greatly missed by all of us and we wish her every happiness in her retirement.

Appointments



Professor Michael Morley has been appointed as KBS Assistant Dean, Research and brings a wealth of experience to the role. Mike holds the Chair in Management at the KBS. He was elected to serve as the 2007-2010 Chair of the Irish Academy of Management and the 2012-2014 President of the International Federation of Scholarly Associations of Management. He is Editor in Chief of European Management Review, the journal of the European Academy of Management.



Congratulations to Dr Sarah Kieran on her appointment as Assistant Dean, KBS Academy. Sarah is a Lecturer in Strategic HRM in the Department of Work and Employment. Her research interests are in the areas of strategic change, leadership and the future of work. She joined the KBS in 2017, prior to which she held a number of leadership roles as a management consultant and in the areas of strategy, CRM and HRM in the Telecoms sector.



Dr John Garvey has taken up the role of Head, Department of Accounting & Finance. Congratulations to John on his appointment and many thanks to Dr Elaine Doyle for her work as Interim Head.

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Post-Brexit Britain's Future Global Role, Lord Green



On the Thursday 13th of October, Lord Stephen Green, former UK Government minister and Chairman of HSBC gave a talk at KBS on "Post-Brexit Britain's Future Global Role" Lord Green was a trade minister in the Cameron Government and now sits as a cross bench peer in the House of Lords. Prior to his involvement in politics, he was Chairman of HSBC and he spoke to a packed lecture theatre on the topic of Brexit Britain's Role on the World Stage. There was lengthy Q&A with questions from staff and students alike.

Lord Stephen Green with Professor Stephen Kinsella and members of the KBS student Economics Society pictured at the talk.

Well done to the accreditation team and academic leads on the Psychological Society of Ireland (PSI) MSc Work and Organisational Psychology re-accreditation visit. The Panel were very complimentary and during the week, we were notified that, following this year's visit by the Psychological Society of Ireland (PSI), they stated that ".....at today's Council meeting, Council granted full accreditation for MSc Work & Organisational Psychology, with some recommendations to strengthen the course". A letter of confirmation with the full report will be issued shortly. This is great news and congrats to everyone involved.



The KBS Digital Hub is a state of the art multimedia studio that aims to support, promote and research effective and innovative learning and teaching practices in the KBS. The Hub is a space where we share experience and ideas, where we innovate and create engaging multimedia content products and services that will push KBS into the future of digitalization by using the most innovative technologies.

Students of Nenagh Technological College having fun on the KBS Digital Hub Lightboard at the recent Open Days in UL.

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Dr Yvonne Delaney, Director, MDU; Siobhan Kennedy, Principal Investigator; Dr Jennifer Farrell; Dr Deirdre Brady and Maria Ryan

Last month saw the launch of new research that provides the first known investigation concerning upskilling and talent development within the Hair and Beauty sector in Ireland. This research carried out by the University of Limerick, was commissioned, and funded by Image Skillnet, a network of Skillnet Ireland.

The purpose of this study was to investigate and make recommendations for the development of a Continuous Professional Development (CPD) framework for the Hair and Beauty sector in Ireland. According to CSO data (2019), this industry employs 25,800 people, throughout 9,286 businesses and is worth an estimated €2.6bn to the Exchequer. Upskilling and talent development is an essential part of the industry, with new trends and techniques ever evolving the industry continually invests in the practical skills required to deliver professional services to their customers. Working within this sector can be very rewarding but these qualities are often not clearly communicated. This is viewed as a contributing to the skills shortage. The research noted a real need to boost the professional status of this industry so that more people consider it as a valuable and rewarding career choice. This will also help to retain more professionals within the mainstream business market.

The research found that there is a need for a sector wide CPD framework to provide recognition. This research also identified 4 pillars which inform the development of a CPD framework: Technical Skills, Practical Skills, Business Knowledge and Health & Safety. Some of the benefits of this approach included:

- Boosting professional recognition, which could address the skills shortage as the profession would be viewed as a more attractive career choice.
- Elevating the professional status of those who engage in CPD, through public recognition of their competencies and skillsets.
- Increasing health and safety standards.
- Enabling consumers to make more informed choices when choosing whether they seek service from the black market or a reputable professional salon.
- Endorsing training providers resulting in higher quality development opportunities, which meet the needs of the industry.
- Reducing the cost of ongoing professional development through collective participation.

During this research, the Covid 19 pandemic put the industry along with many others into chaos. However, this sector soon demonstrated its resilience and creativity. Together this industry adopted new business models and new methods to ensure continuous professional development. The issues of skill shortages and skill gaps still exist, but this industry has demonstrated its professionalism. The pandemic has also highlighted the significance of this industry to the emotional and psychological well-being of society. Ultimately, what this industry has demonstrated is that they are not just in need of elevated professional recognition and standards, but they are deserving of them.

Re-accreditation by the CIPD for all programmes in HRM, organisational psychology and organisational behaviour



The Kemmy Business School (KBS) is delighted to announce that we have secured Chartered Institute of Personnel Development (CIPD) re-accreditation for the BA Human Resource Management & Future of Work (including Diploma exit), our undergraduate Bachelor of Business Studies programme (HRM major option), and our MSc programmes in Human Resource Management, Work and Organisational Behaviour and Work and Organisational Psychology.

The KBS has a long history of excellence in HRM and people development and are the only business school in Ireland to have all of its programmes in these areas accredited by CIPD. As such, graduates from KBS CIPD accredited programmes join similarly recognised professionals across the globe providing them with advantages and opportunities with regard to jobs, continuous professional development and learning networks.

The suite of programmes cater for full-time and part-time students. The BA HRM and the future of work (with diploma exit) is a part-time programme designed for working professionals and delivered via blended learning. In addition, the KBS offer our three CIPD accredited MSc programmes on either a part-time or full-time basis.

The Chartered Institute of Personnel Development (CIPD) is the professional body for human resource management and people development. As part of their purpose to champion better work and working lives, they set the professional standards for qualifications in human resources, organisational behaviour and people development qualifications.

Academic programme accreditation by the CIPD is the international benchmark of quality indicating that graduates from CIPD accredited programmes have professional competencies, values and integrity have been judged against a set of recognised, international standards. Employers frequently require HR graduates to have CIPD accredited awards when hiring in this field.

The KBS CIPD accredited programmes are delivered by a combination of world class academics and professionals with substantial industry experience. Many thanks to all KBS faculty and staff involved in maintaining this prestigious accreditation for all programmes.

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KBS Academic shortlisted for the Regional Teaching Excellence Award

Dr Jean McCarthy, Department of Work & Employment Studies, was one of three UL academics shortlisted for this year's Regional Teaching Excellence Award.

The Regional Teaching Excellence Award is a collaborative process between UL, MIC and TUS, which aims to showcase and champion outstanding practice in Higher Education teaching from across the Region. Being shortlisted for this award is a considerable achievement; all shortlisted candidates were required to put themselves through the very rigorous process of compiling a detailed teaching portfolio comprising multiple sources of evidence of excellent practice.

The overall winner of this year's award is Dr Anne Dolan, Mary Immaculate College. A virtual event to acknowledge Anne's achievement, and the achievements of all of the short-listed candidates, took place on Tuesday 31 May, hosted by MIC President Professor Eugene Wall.

The candidates were acknowledged for their "passion and dedication for their teaching and for student learning, and their admirable work and effort particularly considering the ongoing challenges. Each shortlisted candidate demonstrated strengths in various areas and there was excellent consideration for broader support of students and of UDL and Diversity & Inclusion across all the portfolios"





Experience Business @ UL

Discover what it's like to study **Business@ UL** with an **Online Taster Event** for Prospective Undergraduates.

The event details:

- Degree information
- UL's cooperative work experience scheme
- UL's Campus & Sports facilities
- International study abroad & work placements
- Business degree career options.

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Kemmy Business School

Business@UL Open Days 20 & 21 October

On the 20 and 21 October, KBS hosted a series of Business @ UL talks as part of a UL-wide Open Days event. The event provided a valuable opportunity to engage with potential students, their families, teachers and guidance counsellors and we estimate that the KBS welcomed approximately 4,000 attendees to the school to attend talks and visit the programme information stands in The Cube over the course of both days.

The feedback on both days was very positive and special thanks is due to presenters, faculty who covered information stands, professional and support staff and most importantly our students, who consistently made a positive impression when speaking about their positive experience as KBS students.

Business@UL Taster Evening 16 November

On Wednesday 16 November from 7-8pm the KBS hosted another extremely well attended "Business@UL" taster evening. At this virtual event, attendees heard from current students and graduates, including Limerick Senior hurler Tom Morrissey, and KBS Course Directors, about the "Business@UL" experience. Topics covered include:

- programme information
- major options and specialisms
- KBS and UL facilities
- Clubs & Societies
- international study abroad and placement opportunities, and options for Dual Degree study
- Cooperative Education
- options as an career-ready graduate of KBS

This event was open to all secondary school students interested in studying Business at the University of Limerick and their teachers, parents and guardians.



New Staff Focus

Dr Tish Gibbons, Lecturer, Department of Work and Employment Studies



Tish comes to WES after a lengthy career in the Irish trade union movement; from administrative posts to Industrial Organiser, Tutor/Researcher and ultimately Head of SIPTU College from 2015 to 2021. Most of her post-graduate studies were in the UK, resulting in MA Industrial Relations (Keele University); PgD Social Research Methods (OU) and Professional Doctorate in Researching Work (London Metropolitan University). A final PgD in Programme Design and Development coincided with a career move towards education. She is currently working with Eurofound on the representativeness studies and is also an ICTU nominee to the board of Skillnet.

Harry Byrne, Teaching Assistant, Department of Management and Marketing

My name is Harry Byrne I'm 22 years old and living in Killaloe Co. Clare. I recently started as the new Marketing Teaching Assistant. My background is in Marketing as I recently graduated from the BBS course with Marketing as my major. It has been an interesting few weeks teaching the very modules I was studying only last year but it is a task I have found quite enjoyable. My hobbies revolve mainly around sports as I play football with Ballina GAA back home and play rugby with UL Bohemians who train right here on campus.



Dr Madeleine Lyes, Postdoctoral Researcher and Project Manager with the Smart Building Living Lab (SmartLAB) project.

Dr Madeleine Lyes specialises in policy-oriented research and community engagement towards the climate transition. She has a background in critical urbanism, developed during a PhD at the UCD Clinton Institute focused on urbanity in mid-twentieth century New York (2009) followed by teaching and research in UCD, Trinity College, TU Dublin and DBS. At UCD, she developed policy research on Irish diasporic communities for the Department of Foreign Affairs and the Department of the Taoiseach. She then worked with Space Engagers, a research and co-design collective working to make Irish towns and cities more sustainable, and has acted as an engagement consultant on projects for the Heritage Council and RIAI. Most recently she worked with Space Engagers on the EU H2020 +CityxChange project, including stakeholder engagement, research and publication on the European energy transition, and the development of strategies for forming Sustainable Energy Communities in Limerick. She is Chair of the Limerick Pedestrian Network, has a husband and two kids, and lives in Farranshone.



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New Staff Focus

Dr Majka Ryan, Lecturer, Department of Work and Employment Studies



Majka received her Ph.D. from the Department of Sociology, University of Limerick in 2018. She was awarded the IRC Government of Ireland Postgraduate scholarship to complete her Ph.D. studies. Majka also holds an MA in Applied Social Research and a BA in Sociology, Politics and History from the University of Limerick, as well as a BA in Pedagogy and Resocialisation from the Higher Institute of Pedagogy WSP TWP, Poland. Her teaching and research interests are in the areas of public institutions, ethical decision-making, discretion as an organisational policy and practice, organisational culture, equality and diversity, employment and unemployment, and the welfare state.

Dr Abobaker Mohmed, Teaching Assistant, Department of Accounting and Finance

I hold a PhD in Accounting and Finance, having successfully defended my PhD in Dec 2019 at the University of Limerick. My thesis is entitled “the association between Corporate Social Responsibility (CSR) and Accrual Earnings Management (AEM) practices and the impact of Corporate Governance (CG) in the Egyptian context”. I am already developing a reputation as an expert in this field, having published my first paper in the Journal of Accounting in Emerging Economies. The paper is entitled “The link between CSR and earnings quality: evidence from Egypt”. I have presented my research at international and national conferences on many occasions. The majority of my lecturing has been delivering work (accounting) related modules to all ages, levels and disciplines. My current research interests have been informed by my background and are within the area of Accrual earnings management and Real earnings management and their links with corporate social responsibility and corporate governance.



Kate Flannery, Teaching Assistant, Department of Management and Marketing

I began my studies in the University of Limerick in 2015, graduating with a Bachelor of Arts undergraduate degree. I have also completed a MSc in Journalism which I also studied at UL. When I started as a teaching assistant in January 2022, I began teaching Entrepreneurship. This semester as part of my duties in the Department of Marketing and Management, I will be teaching a variety of modules at undergraduate level ranging from Enterprise modules to Communications. I have a keen interest in the Business communications field in which I hope to carry out further research.



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New Staff Focus

Dr Matthew Daniels, Lecturer, Department of Management and Marketing



Dr Matthew Daniels has thirty years of manufacturing and engineering experience. Fourteen years worked with industry through UL innovation partnerships and EU-funded projects. Matt has taught and mentored in industry and the classroom. Matt's research interests incorporate technology-led Product Lifecycle Management, Project Lifecycle Management, the Circular Economy, and Sustainable Innovation for SMEs. He is a lifelong learner and passionate about promoting entrepreneurial & innovative behaviours.

Dr Claire Harnett, Lecturer, Department of Work and Employment Studies

Claire completed her PhD May 2021 which examined the influence of a business owners' gender on the quality of jobs they create, with a specific focus on SME's. Her research interests include job quality and the future of work in the SME sector. Claire has been a research partner in a large-scale research project examining the organisational climate in the Irish Defence Forces which took over two years. She is also a member of the Work Futures Lab at the Kemmy Business School which aims to advance knowledge and share insights on different work strategies. Under the future of work remit, Claire led a research project commissioned by OMT Global and supported by Enterprise Ireland, which examined peoples' experiences working from home during Covid -19. The Beyond Covid-19: A New World of Work report was published in September 2020. She is currently co-researcher on a project examining the impact of moving to a four-day work week on employees in an Agile SME. Claire's teaching interests include HR Skill, HRM, HR Analytics and Learning and Development.



Grainne Frawley, Teaching Assistant, Department of Work and Employment Studies

I recently graduated with a BA (Hons) degree in Human Resource Management from UL. I also have a degree in European Studies from UL, majoring in French and Spanish. Over the last 20 years, I worked as a Cabin Crew Member with an Irish airline. I progressed over the years to a Senior Cabin Crew Member and then a supervisory role. It was a challenging, dynamic role and my experiences of leadership, people management and industrial relations at the airline, led to my interest in HRM. I am particularly interested in sustainable HRM and the future of work and hope to continue learning and researching more in these areas. I'm really enjoying my new position so far and everyone in the department has made me feel so welcome.



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New Staff Focus

Dr Ciarán Casey, Lecturer, Department of Economics



Ciarán is an economic historian who previously worked at UCD. His main research interest is Irish economic policy, and he has written two books: one on why so few people predicted the 2008 crash, and the second on the Irish Department of Finance from 1959-1999. He is currently researching economic miracles comparable to the Irish experience, particularly in East Asia. Ciarán holds a DPhil from Oxford, where he was awarded a Clarendon Scholarship in 2012.

Dr Miguel Angel Trejo-Rangel, Postdoctoral Researcher on the SmartLab project, Department of Economics

Miguel's research interests are citizen science and climate change adaptation and mitigation. He holds a Ph.D. in earth system science from the National Institute for Space Research in Brazil, an Erasmus Mundus master's degree in water science and engineering - specialization in flood risk management from UNESCO-IHE, and a bachelor's degree in sustainable management of coastal areas from the National Autonomous University of Mexico. Miguel has also worked as a consultant for the Humanitarian OpenStreetMaps Team, the National Water Commission of Mexico, and the National Autonomous University of Mexico.



Paolo Yaranon, Lecturer, Department of Work and Employment Studies



Paolo received his M.Sc. Degree in Work and Organisational Psychology in 2018 and was awarded the KBS Dean's Scholarship in the same year. He completed his BA in Psychology at Dublin Business School in 2016. He is currently finishing his PhD studies. Paolo's primary research interests include workplace incivility, resilience and self-efficacy. He is a member of the British Psychological Society (BPS) Register of Qualifications in Test Use (RQTU) and the Kemmy Business School Equality & Diversity Committee.

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New Staff Focus

Brian Downes, Teaching Assistant, Department of Economics



Brian has spent the last year working as a research assistant with Dr Darragh Flannery, examining the impact of the disease epidermolysis bullosa on patients, and their families in Ireland. He completed the MSc in Economics and Policy Analysis at UL in 2021, with his dissertation entitled 'Waste to energy under the circular economy: Irish farmers' willingness to participate in partnership-based' biogas production'. The focus of this research was to determine what attributes of collective biogas production would entice farmers to join production schemes. Brian's undergraduate was in Science in the University of Galway, where he majored in Microbiology and Infectious Disease. His undergraduate dissertation furthered the development of a biological model of radioactivity, using the Actinomycete phylum of bacteria, in Chernobyl, Ukraine. In 2019, he completed the Higher Diploma in Business Studies in the University of Galway. He is currently enrolled in the Graduate Diploma in Teaching, Learning, and Scholarship at UL, as well as the CFA programme.

Dr Daniel Nunez Hernandez, Research Assistant, SmartLab, Department of Economics

I am Daniel Nunez Hernandez from Chile. Passionate about Nature, Technology, Cousine and Sport. My main interests are technology and research democratisation, Social issues, Smart Cities, Artificial Intelligence (AI) and Social Dynamics. I have worked as Mechanical Engineer for eight years, starting my career with a StartUp focusing on prosthetic limbs using myoelectrical signals in 2015 and an Adjunct Researcher for six years at the Research Center in technologies for Society (C+) at the University of Desarrollo Chile. I am delighted to collaborate as a research assistant in the SmartLab project here at the University of Limerick. It is an excellent opportunity to share knowledge with a fantastic research team and people.



Dr Rahmin Bender-Salazar, Lecturer, Department of Management and Marketing



Rahmin Bender-Salazar is the Founder and Principal Consultant at Creativo Design and am an Entrepreneur, Creative Director, Behavioral Scientist, and Academic focused on the application of design research and creativity on innovation, business, environment, and policy. He works and conducts research at the crossroads of management consulting, policy making, strategy, and design. His passion is learning and working with diverse people around the world and elevating the voices of unrepresented people in entrepreneurship. He specifically applies this expertise in the fields of circular economy, social impact, higher education, emerging technology, social entrepreneurship, and international development.

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New Staff Focus

Dr. Mauricio Perez-Alaniz is a Post-Doctoral Researcher at the Department of Economics, working as part of a team on an SFI-funded project.

Mauricio is an applied economist interested in the economics of innovation and science, and in evaluating the impact of public policies and instruments focused on driving research and innovation activities in firms. He is also interested in the role of research and innovation for environmental sustainability, and the transition to a circular economy.

Mauricio was awarded a PhD in Economics from the University of Limerick in 2022, which was funded under the research project titled 'Evaluating the impact of innovation and science policy on the economy and society: A national evaluation and international benchmarking of innovation and science policy in Ireland'. This project is funded by Science Foundation Ireland, under its Science Policy Research Programme.

In 2017, Mauricio was also awarded the KBS Department of Economics Scholarship. Working with the Principal Investigator and PhD supervisor, Prof. Helena Lenihan, Mauricio has co-authored a number of academic papers published in leading international peer-review journals, including Ecological Economics, and Industry and Innovation.

Prior to obtaining his PhD, Dr. Perez-Alaniz has co-authored research papers published in the Journal of Cleaner Production, Competitiveness Review: An International Business Journal, and Entrepreneurial Business and Economics Review. Before starting his PhD, Dr. Perez-Alaniz worked as a Research Coordinator and Country Representative for the international non-profit organisation "Innovations for Poverty Action" in Paraguay. This is an internationally renowned research organisation, focused on evaluating the impact of public policy programmes targeted at reducing poverty in developing countries.



**Patricia Hannon, Teaching Assistant,
Department of Work and Employment Studies**

I graduated from the University of Limerick in 2021 with a BA(Hons) in Human Resource Management. I also have a number of years of industry experience having worked as a HR Business Partner in both national and multinational organisations. Onboarding and socialisation within the remote/hybrid work model is an area that I have particular interest in and would hope to research in the future.

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