

# Newsletter

## Message from the Executive Dean

I am delighted to preface the first edition of the new KBS newsletter with the announcement that the Kemmy Business School has been accredited by the European Foundation for Management Development (EFMD) Global quality system (EQUIS). Adding to the school's existing international accreditations by the Association to Advance Collegiate Schools of Business (AACSB) and the Association of MBAs (AMBA), this means that KBS has achieved triple accreditation status and is now recognised as one of the top 1% of business schools in the world.

KBS is the first business school outside of Dublin to achieve this accolade, and the third Irish business school nationally, alongside Smurfit Business School (UCD) and Trinity Business School.



**Prof Finbarr Murphy, Executive Dean, Kemmy Business School and Prof Kerstin Mey, UL President**

a testament to our continued focus on academic excellence and innovation, and our commitment, dedication and hard work as a faculty.

As we head into 2022, I feel incredibly confident that KBS can use our new status as an impetus to achieve even more success into the future.

**Prof Finbarr Murphy,**  
Executive Dean



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**Entrepreneurial** - having the perspective to see an opportunity and the talent to create value from that opportunity;

**Action** - the willingness to do something and the commitment to see it through even when the outcome is not guaranteed;

**Us** - a group of people who see themselves connected in some important way; individuals that are part of a greater whole.

Social enterprises have an important role to play in the achievement of the UN's Sustainable Development Goals (SDGs), providing solutions to the interrelated array of societal, financial, technological and environmental challenges. Social entrepreneurs are agents of positive change and address challenges through an enterprising approach creating economic, social and environmental value for others to build inclusive societies and economies.

Acting as social entrepreneurs, UL Enactus students demonstrate the essence of socially engaged global citizenship showing awareness and empathy for the problems experienced by diversity, disadvantaged and minority groups across a range of countries, and take leadership to generate innovative sustainable solutions.

In May, the UL Enactus team were crowned winners of the Enactus Ireland 2021 National Competition after competing against 10 other Irish universities. It was an exceptional achievement and the first ever win for a UL team, and endorses the many contributions that students make to the social wellbeing of society by applying entrepreneurial and creative thinking. The team then went on to a global stage to represent Ireland in the Enactus World Cup from 14 – 21 October. The presenting team consisted of Catriona O'Halloran, Jack O'Connor, Sikhulekile Ruth Ndlovu, Katie Coughlan and Rachel Kingston. This team represents a wider UL team of over 143 students, showing that the passion for social innovation and impact is truly alive in the University of Limerick.



The UL presenting team Rachel Kingston, Sikhulekile Ruth Ndlovu, Catriona O'Halloran, Katie Coughlan and Jack O'Connor.

Among the winning projects presented by the team is Anytime of the Month, which sets out to alleviate the effects of period poverty in Ireland and tackles the stigma and lack of education around periods through awareness campaigns, secondary schools education workshops, network of friendly strangers, workplace ambassador programmes and the provision of period products to those most in need. The enterprise works with 21 third level institutions across Ireland and the UK while also providing a menstrual health education programme to secondary schools across Ireland.



The team worked with the university to launch [UL x Anytime of the Month](#) on 3rd December, providing free period products across campus. They are also working with companies nationwide to remove the stigma in the workplace and have recently expanded into sports, partnering with the Camogie Association to address the implications of and problems of period poverty with girls in sports. Anytime of the Month also won first prize at the Social Enterprise Northern Ireland and Community Finance Ireland competition.



[Moyo Nua](#) has developed agricultural seeding planters for smallholder farmers in Africa. The project utilises simplified agricultural technologies that are both ergonomic and environmentally friendly and are validated by the farmers themselves. Moyo Nua recently completed its pilot programme with 100 smallholder farmers in Malawi, in collaboration with GOAL Global, Citibank Europe Plc., and the UL Foundation. The feedback on the pilot project was extremely positive with interest to scale the pilot to other regions of Malawi. The planters will be manufactured by local blacksmiths and distributed via local community shops generating a circular sustainable local enterprise.

Recognition was given to the [Sparked](#) project, which designed and delivered an online Youth Development Programme to over 286 students, and [Restart](#), which integrates International Protection Applicants to the local community through a portfolio of initiatives

These socially engaged students inspire other students and serve as role models providing roadmaps, approaches and toolkits enabling all students to be changemakers with the ability to enrich the society which they choose to study, live and work in.



*"The University is privileged to have such ambassadors of social change and innovation representing UL and Ireland, who have used entrepreneurial and innovative thinking to generate social solutions that will enrich the economic, physical and mental wellbeing of individuals and communities. They creatively developed successful models of collaboration showing how business leaders can extend beyond a purely financial bottom line to a triple bottom line to measure impact in terms of financial, social, and environmental benefits to the community."* – **Dr Briga Hynes, Faculty Advisor**

*"While it is a huge achievement for any Enactus team, I am particularly proud this year as UL is my local University. I want to sincerely congratulate these students for their ingenuity and dedication to social enterprise".* - **Minister of State at the Department of Further and Higher Education, Research, Innovation and Science Niall Collins**

*"Being part of Enactus opened up some great opportunities for me personally, providing exposure to the real business world with practical experiences that I will carry with me indefinitely. I was afforded the opportunity to speak and present publicly, interact with business leaders and develop business plans and strategies to bring our project to fruition. I savoured the level of involvement that was provided to me throughout the year, and I am proud of the progress that was made collectively and personally".* - **Ben Herlihy, Enactus Student**

Integrated within its research community, the KBS has a highly vibrant, committed and collegiate group of PhD scholars who are engaged in a broad range of impactful research projects. Despite the challenges of the pandemic and its particular impact on researchers, 20 PhD students in KBS successfully completed their doctorates and graduated in 2020 and 2021.

Our PhD students have also enjoyed funding successes as reflected by Gemma McCarthy and Lucy Costelloe, both 2021 awardees of Irish Research Council scholarships.



Gemma McCarthy was awarded the 2021 Irish Research Council Government of Ireland Postgraduate Scholarship for three years. Congratulations to Gemma and to her supervisors Dr Deirdre O'Shea and Prof Donal Truxillo, KBS.

*"It was an honour to have been awarded the Irish Research Council Scholarship. The support from the IRC allows me to concentrate my focus on furthering my research on work ability which is my priority for the next few years. Through my research, I hope to identify ways of increasing people's work ability to extend their working lives in a way that sustains the quality of the experience for individuals."*

Lucy Costelloe is recipient of the 2021 Irish Research Council Employment-Based Postgraduate Scheme scholarship for three years. Congratulations to Lucy and to her supervisors Dr Annmarie Ryan, KBS, and Dr Niamh NicGhabhann, AHSS.



*"I am delighted to be back with UL conducting my PhD at KBS under the expert guidance of Dr Annmarie Ryan and Dr Niamh NicGhabhann. I graduated in 2016 with a 1.1 BA in Irish Music and Dance having spent four years studying at the Irish World Academy. I spent a semester abroad studying at the Royal Conservatoire of Scotland through the Erasmus programme and became involved with the music festival, Celtic Connections. During my co-op I began an internship with The Ark, a cultural centre for children in Temple Bar. Through these experiences, I discovered my interest in arts marketing and decided to further my qualifications and complete a MA in Cultural Policy and Arts Management. In September I began my research on building sustainability through business model innovation for non-profit arts organisations as an IRC Employment-Based Programme Scholar. Working in partnership with my employer, Ticketsolve, my research looks at identifying a new framework of agile practices and resilient methods through action research. While conducting this project with arts practitioners in Ireland and the UK, the study will provide a better understanding of their use of data to inform the decision-making strategies within cultural organisations in times of crisis."*

## Graduation of double degree students from the MSc Economics and Policy Analysis



The second cohort of MSc Economics and Policy Analysis double degree students (in partnership with EQUIS and AACSB accredited HEC Liège) graduated on 30 June. The MSc in Economics and Policy Analysis at UL is specifically designed to equip students with the practical skills required for a career in economics. The current global economic crisis demonstrates the need for well-educated and trained economists in a number of spheres. The programme has a strong applied public policy focus that prepares graduates for positions that require the application of economic knowledge and practical skills. The programme has recently been ranked 30th in Western Europe by EdUniversal Best Masters and is also the first and only masters in economics in Ireland that offers the potential to obtain a double degree, through our partnership with the Business School of the University of Liège in Belgium. HEC Liège is one of the best Business Schools in Europe and was recently awarded EQUIS accreditation.

*"The most apt thing I could say about the double degree and being in Liège is that I wish I could do it again. I honestly had the time of my life over there, both academically and socially – and that's despite being in lockdown the whole time! The modules were very interesting, and I feel that having the experience of completing this masters programme will only enrich my graduate career into the future."*

**Joe Guildea, graduate of MSc Economics and Policy Analysis double degree**

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## KBS Student Ambassadors

KBS are delighted to introduce the very first cohort of KBS Student Ambassadors. Our Ambassadors are dedicated, engaged and creative, and will support our school in the marketing and promotion of undergraduate programmes and events. Our Ambassadors will also work with KBS on initiatives that help to enrich the student experience for all those who study business at UL.



*Maria Connolly*

*4th year BBS Majoring in HR  
Interests: Cooking, Dogs,  
Exercising, Travel and Community  
involvement.*



*Lee Deegan*

*2nd Year BBS with French  
Interests: Running,  
Weightlifting, Reading and  
Social Media*



*Kai Downes*

*2nd Year BAIB  
Interests: Travel, musicals,  
reading and coffee*



*Karina Dambrauskaite*

*BBS Majoring in Marketing  
Interests: Marvel fanatic,  
travelling, painting, social  
media marketing*



*Viktoriia Gauthier Klinovaia*

*Final year BA Communications (in UL  
with Erasmus exchange)  
Interests: Creative writing,  
abstractionism, techno, active travel  
and... ducks*



*Leanne Glanville*

*2nd year BAIB  
Interests: Gym, travelling,  
investments and scouts*



*Ross Hayes*

*4th year BBS Economics & Finance  
Interests: Gym, cycling, coffee,  
economics*



*Amy Hogan*

*4th year BBS  
Interests: Gym, travel, and  
volunteering*



*Amy Jones*

*MSc Human Resource  
Management  
Interests: Running, GAA, Reading  
& Travel*



*Emmet O'Doherty*

*4th year BAIB  
Interests: Gym, Music, Cinema,  
Travel, Marketing*



*Claudia Quirke*

*MSc Marketing,  
Consumption and Society  
Interests: Reading, dancing,  
swimming*



*Darragh Reale*

*MSc in Marketing,  
Consumption and Society  
Interests: Movies, basketball  
& books*

## Prof. Helena Lenihan to Chair DETE and ESRI Joint Research Programme Steering Committee

Prof. Helena Lenihan will serve (by invitation and for a period of 3 years) as the Chair of the Steering Committee for a Joint Research Programme between the Department of Enterprise, Trade and Employment (DETE), and the Economic and Social Research Institute (ESRI) titled "The Productivity Challenge and Its interaction with Climate, Digitalisation and Human Capital". The committee comprises representatives from DETE, the ESRI, and the Chair of Ireland's National Competitiveness and Productivity Council.



## KBS research presented at the 2021 Science Foundation Ireland (SFI) Science Summit

### Presentation 3

**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**

Prof. Helena Lenihan (Principal Investigator)  
Dr. Kevin Mulligan (Postdoc)  
Mauricio Perez-Alaniz (PhD Student)



Prof. Helena Lenihan presented her Science Foundation Ireland (SFI) funded research project at the prestigious SFI Science Summit, on November 4th 2021. The project is 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". Prof. Lenihan is the Principal Investigator on this €577,423-funded project, which also comprises a group of KBS-based researchers, and a wider team of international and national collaborators. The project is funded under SFI's Science Policy Research Programme.

In the presentation, Prof. Lenihan was accompanied by KBS-based team members Dr. Kevin Mulligan (Postdoc) and Mauricio Perez-Alaniz (PhD Student). The project evaluates the impact of public financial support for Research and Development (R&D) on firm-level innovation and economic performance, in Ireland and internationally. Public R&D funding programmes are essential for making businesses stay innovative and competitive. However, it is imperative to evaluate such policy supports, to determine if they work, if they represent good value for money, and what lessons we can learn for policy improvements. To address these key issues, the project builds a unique dataset with information on firms that received different types of R&D support, from all of Ireland's main funding agencies. These include R&D/innovation supports from Industrial Development Agency (IDA) Ireland and Enterprise Ireland, R&D tax credit data from the Revenue Commissioners, and data on firm collaborations with SFI research centres.

Prof. Lenihan and her team presented a series of findings from the project so far (the project is funded until November 2023). One study shows that collaborating with SFI-funded research centres significantly increases firms' R&D spending, and re-orientes firms' R&D towards more research as opposed to development-type activities in the longer term. In another study, the project examines the impact of R&D grants and R&D tax credits on subsidiaries of foreign-owned multinational firms based in Ireland. Beyond the Irish case, the project has also investigated different types of public funding across highly R&D active countries. In addition, the project has examined the effects of public R&D for energy and the environment on firms' circular economy activities, in small and medium-sized enterprises across 28 European countries.

The project also evaluates how public R&D funding can help firms to overcome non-financial constraints, such as lack of sufficiently qualified employees, or information on the latest technologies and market dynamics.

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## Horizon Europe funding application Emerging Risk Group

Digitisation of our world affords many socio-economic benefits from new markets, business opportunities, to seamless connectivity. The EU has continued to support academic and commercial actors to combine research excellence by supporting innovation aligned with economic and social development strategies. The EU has also emphasised aligning important strategic innovations with core EU social and environmental values. In this way, the EU focuses on providing research funding to stimulate and support innovation that can strategically connect technological, economic, and social development with broader climate risk mitigation strategies. This is a challenging requirement that now informs many of the EU funding call texts. A key area concerns the socio-economic and environmental benefits that innovation in transportation offers to the EU and the world.

The KBS Emerging Risk Group has recently responded to a Horizon transportation innovation call: HORIZON-CL5-2021-D6-01 — Safe, Resilient Transport and Smart Mobility services for passengers and goods. The Emerging Risk Group put together a team consisting of Professor of Risk, Martin Mullins (an expert in emerging technology insurance), Dr Darren Shannon, Lecturer in Quantitative Finance (an expert in automotive crash risk analysis), and Dr Martin Cunneen, Lecturer in Data Analytics and Risk Governance (an expert in mobility risk and data governance). Working with Dr Edel Kavanagh and Dr Cathal Linnane in the UL Research Office, the group created a consortium of international research excellence in transportation and mobility spanning the globe with partners and test sites in Spain, Germany, Netherlands, Ukraine, Ireland, Northern Ireland, France, Belgium, Germany, England, Japan and South Korea. UL's ExtendOD operationalises KBS and ERG research to provide leadership and management with an innovative Connected, Cooperative and Automated Mobility (CCAM) strategy to respond to the €9m call. The ExtendOD consortium seeks to combine technological, social science and business innovation to provide unique practical and scalable solutions as CCAM enablers.

The core philosophy of ExtendOD is to make transportation and CCAM innovation practical and commercially sustainable. ExtendOD develops CCAM strategies in alignment with social engagement and environmental directions. Collectively, the innovations of ExtendOD aim to provide multistakeholder governance on CCAM design, development and deployment. The goal is to use ExtendOD to provide innovative CCAM governance to provide access to socio-economic and environmental benefits that are practical and commercially sustainable. The KBS team managed the consortium, but UL also offers a key component to the ExtendOD strategy in Work Package Six on Connectivity Governance. CCAM is built on connectivity innovation to support safer and more scalable autonomous driving by including cloud intelligence and vehicle to everything connectivity (V2I). Dr Martin Cunneen leads UL's Work Package Six on Connectivity Governance and works with Professor Raymond Friel of the Law Dept to operationalise insights from the Legal, Ethical and Data Governance ecosystem to support more timely access to the benefits of CCAM innovations. Collectively, the UL team managed a consortium of partners that offered significant research contributions to CCAM innovation.



# KBS Events for Schools

## Experience Business @ UL



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.

#StudyAtUL

UNIVERSITY OF LIMERICK  
OLLSCOIL LUIMNIGH

Kemmy Business School

On 25th November, KBS ran a taster event for Leaving Certificate students titled 'Experience Business @ UL'. The event included current and past students KBS students, each of whom spoke to their experience of the CAO and of studying business at UL. The event also included a talk by the Student Support Officer for KBS and a facilitated Q&A session by KBS undergraduate programme Course Directors. The event was the first in a series of events that will be run by KBS throughout the current CAO cycle, with the next event scheduled for 26th January 2022.

Sign up for January's Experience Business @ UL Taster Event here: <https://www.eventbrite.ie/e/217892401037>

## Leaving Certificate Economics - Research Study 2022

Prof Stephen Kinsella and Dr Darragh Flannery delivered a webinar 5th October 2021, organised in conjunction with the BSTI to help teachers and students with a relatively aspect of the Leaving Certificate economics curriculum. Over 80 schools across the country took part in the event, which was part of a series of webinars that faculty within the Department of Economics have delivered in recent months, in conjunction with the BSTI, to provide advice to Leaving Certificate economics teachers and students.

### Leaving Certificate Economics - Research Study 2021/22 - UL Webinar

#### The value of doing research

- Have based this on 14 years of doing my own research, supervising students and teaching a module to Masters students around research methods
- Doing a research project is an opportunity to explore a topic this is of interest to you in greater depth
- Student driven/clean slate
- The research 'journey' can be very frustrating but also very very rewarding



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# Faculty News

## Head, Department of Economics



Prof Stephen Kinsella will assume the role of Head, Department of Economics from 1st January 2022.

Stephen is Associate Professor of Economics at KBS and Co-Director of UL's Immersive Software Engineering programme. He is Senior Fellow at the Melbourne School of Government, University of Melbourne, Australia, and Research Associate at the Rhodes Centre for International Finance at Brown University and UCD's Geary Institute. Stephen is Chief Economics Writer for The Currency.news, and spent four years working as a columnist with the Sunday Business Post. He has written for the Guardian, New York Times and the Irish Independent and has twice won Economic Commentator of the Year for his columns.

Stephen leads the +CityxChange and INCASE research projects for UL and is very interested in smart cities, new regional collaborations, and in bringing thinking around natural capital into mainstream economic thinking.

*"I'm excited to become Head at a time when the department is growing, with its international reputation secure. We have a lot of plans for the future I'm looking forward to progressing with colleagues from the department, the KBS, and the wider University and region."*

KBS want to take the opportunity to thank Prof Eoin Reeves for all his work as Head, Department of Economics. Over the last five and half years, Eoin has worked under four KBS Deans, through the COVID pandemic, and has done a stellar job as HoD. We wish Eoin the very best for the future.

Dr Fergal O'Brien, Department of Accounting and Finance, will return to his role as Assistant Dean, Postgraduate Studies of the Kemmy Business School from 1 January 2022.

## New Staff Focus

### Harriet Cotter, Business Development Manager, KBS

Harriet Cotter is Business Development Manager at KBS. She holds a BA in Public Administration, a Diploma in Finance, a Graduate Diploma in Organisational Behaviour and an MBA. Harriet has extensive experience in working with industry, in particular assisting companies to increase competitiveness, productivity, and internationalisation, through capability building at organisational, team and individual levels. In previous roles Harriet has delivered large complex multi-stakeholder projects at national and international level, including, most recently, leading the national rollout of Enterprise Ireland's Clustering initiative. Her role in KBS includes identifying organisations to work with, leveraging the extensive network that KBS has built over many years, liaising extensively with academics, identifying the KBS capacity to deliver on projects, integrating alumni into opportunities, supporting academic network building, grant application support, building a platform through which projects can be identified and shared, and delivering new projects and initiatives. She has a particular focus on building a suite of short programmes and customised interventions for senior executives and companies.



### Ntobeko Ndiweni Digital Marketing Officer, KBS

Ntobeko (nto-be-ko) Ndiweni joined the KBS as Digital Marketing Officer in August this year. Ntobeko specialises in helping companies to strategically optimise their communications resource so that they reach their goals.

*"My experience has taught me that trusting teams are the key to success. I am dedicated to fostering an environment where people feel valued and are empowered to do their best so that they can improve the world."*

Ntobeko looks forward to developing the KBS' marketing capabilities as well as working together to promote everyone's hard work.



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