Publications
Journal Articles


Chapters in Books


Published Conference Proceedings


Hynes, B. (2011) “Leadership from within to achieve Business Results”, Irish Executive Summit Conference theme Working Together to get Irish Businesses back into a Winning Position, Galway 15th September.


Hynes, B. and M. O'Rourke, 2007, From Product Manager to People Manager - challenges for the owner/manager. Irish Academy of Management Conference, Belfast.


Hynes, B., 2004, Changing the Strategic Paradigms - The role and influence of the owner/manager in managing these changes in the small firms; 6th International Conference on the Dynamics of Strategy 2004, UNIS University of Surrey, June (CD ROM).

Hynes, B., 2004, From Owner/manager to Change Manager - their role and influence in reshaping the structure and strategy paradigms to achieve growth; Irish Academy of Management Annual Conference, September.


**Published Reports**


Management Development in Ireland (2010) - The Report of the Management Development Council was launched by the Tánaiste and Minister for Enterprise in March. Briga Hynes is a member of the Management Development Council

Hynes, B. and Birdthistle, N. (2009) *Evaluation of Student Enterprise Awards programme in South County Dublin*. Part of Funded research project funded by South County Dublin Enterprise Board


**Seminars/Colloquia/Workshop Presentations**


Hynes, B. (2011) *Starting a New Business – the language of the Business Plan*, Limerick Language Alive Week organised by Limerick Integration Working Group, Connecting Communities, October,
Hynes, B. (2009) *Teaching for Inclusion - Managing Diversity and Multiculturalism in the Classroom.* Seminar given on the Staff Development Programme, Tralee Institute of Technology May 6th Tralee


**Collaborative Funded Research Projects/ Commissioned Research Projects**

*Women’s E-Business Enterprise Learning Project (W-EBEL):* A Leonardo funded project. This project develops an innovative learning model that builds on existing training methods and resources for women creating & developing small businesses to promote their effective use of information communication technologies (ICT). It will improve SME innovation and competitiveness through improved and integrated use of ICT in SMEs’ business planning and strategic development processes.

*Irish Research Council for the Humanities and Social Sciences (IRCHSS) A Winning Formula: An Examination of Entrepreneurial Traits Necessary for Success:* This study aims to examine the entrepreneurial traits necessary for success in Ireland and conduct a cross-cultural analysis on successful entrepreneurship with the United States, one of the countries that is ranked higher than Ireland in terms of the rate of established entrepreneurs. The examination will be based on the founders of high potential start-ups (within the knowledge intensive sector) in Ireland and the United States.

*Socrates European Universities Research On the Promotion of Enterprise Education (E.U.R.O.P.E.):* an initiative on education for entrepreneurship between UL and the University of Pireaus and the Greek Ministry of Education and seven European Universities commenced in 2004. Funding of €25,000 obtained for UL as partner. Partner Universities – University of Pireaus, Athens, University of Limerick, Universita Cattolica del Sacro Cuore, Milan, University of Nijmegan, Netherlands, University of Hertfordshire, UK, University of Cyprus, Warsaw College of Economics, Poland.

**POINT 2 Enterprise – A European funded project (EQUAL) initiative:** The primary purpose of the project is to adopt a partnership approach in devising Enterprise Support programmes to assist individuals from disadvantaged areas to consider self-employment. In achieving the above three initiatives are developed. The first is the design of an enterprise-training programme; secondly the design and implementation a mentor training programme and finally the creation and facilitation of business networks. The project is managed a Development Partnership with 15 members consisting of local and community groups, development agencies and educational institutions in Ireland, UK and Malta. Captains of Enterprise, A Positive Action for Female Students This project was coordinated by Limerick City Enterprise Board and the University of Limerick and funded through the Department of Justice, Equality and Law Reform. The focus of the project was to examine Enterprise
Education at second level with a view to devising more targeted and relevant programmes to suit female students.

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