(A) Books


(B) Refereed Journal Articles


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(D) Book Chapters


(E) Book Reviews


(F) Case Studies


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* Case printed in IMTA/MII Case Study Project, Dublin: The Marketing Institute, 51-80.


(G) Other Publications


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(H) Research Awards

Irish Academy of Management Best Doctoral Paper Award (2005) at the 2005 Irish Academy of Management Annual Conference for ‘Revisiting the First Mover Advantage Theory: A Resource-Based Perspective,’ (With Tara Frawley).


Marketing Institute Biennial Case Study Competition (2001), Runner-Up for "Mitsubishi Ireland: The Launch of Black Diamond”.


Best Doctoral Paper Award (1996) at the UK Academy of International Business for “A Resource-Based Perspective on Global Competition: Conceptual Model and Research Hypotheses”.


Marketing Institute Biennial Case Study Competition (1993), Runner-Up for "Optimeyes: Revolutionising the Ophthalmics Industry in Ireland".
