



BUSINESS

Welcome to the School of Business, a community of over 100 faculty members and almost 1,900 students engaged in many different activities but focused on just one goal - developing thinking professionals, fit for practice and fit for life.

The School of Business is one of Ireland's largest and incorporates undergraduate, postgraduate, executive, research and entrepreneurial education. The School of Business has a large and vibrant graduate student population. The students run their own society. This comprises students pursuing research degrees and taught (structured) programmes of which the School has a full portfolio. Our taught postgraduate programmes cover all business and management disciplines so we have one to suit you. Please contact us for detailed information or see our website.

Our research students join our school as creators of new business and organisational knowledge. This activity is carried out in peer relationships with our staff. Whilst research is an independent activity, the School provides multiple opportunities for interaction with other students and offers modules to support research. Business research can be conducted in an action-oriented way with practice or at a more conceptual level and tested in practice. The School of Business has a long tradition in both modes. Many of our research students join the School on a funded research project in one of our centres/groups but can also join a research stream on a self-financed and part-time basis.

The School of Business is rooted in commitment to your learning and development and offers an open access platform for you to excel. The postgraduate journey is a rewarding and exciting one. You can contact any of the named individuals in this section or the Course Leader for research in the School, Ms. Mary Mosse (mmosse@wit.ie).

CONTACTS

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Department of Management & Organisation

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"The main difference between research and taught. Research is a completely different experience as you don't have a weekly timetable with classes to attend and deadlines to meet all the time, but you have to set your own schedule and discipline yourself to stay on schedule. It has been both exciting and frustrating at times."

Vasileios Charitsis, Masters by Research in Business



RESEARCH GROUPS/CENTRES

Centre for Enterprise Development and Regional Economy

Dr. William O'Gorman E: wogorman@wit.ie
Mr. Eugene Crehan E: ecrehan@wit.ie

Waterford Crystal Centre for Marketing Studies

Dr. Anthony Foley E: afoley@wit.ie
Dr. Susan Whelan E: swhelan@wit.ie

Centre for Management Research in Healthcare & Healthcare Economics

Mr. Chris O'Riordan E: coriordan@wit.ie

Finance Research Group

Dr. Sheila O'Donohoe E: sodonohoe@wit.ie

Business Education and Teaching Research Group

Dr. Pio Fenton E: pfenton@wit.ie
Ms. Margaret Skelly E: mskelly@wit.ie

Rural Development Studies Cluster - RIKON

Dr. Mary Holden E: mholden@wit.ie
Dr. Felicity Kelliher E: fkelliher@wit.ie
Dr. Pat Lynch E: plynch@wit.ie

FURTHER RESEARCH AREAS/TOPICS

Accountancy
Banking
Business Information Systems
Project Management
Supply Chain Management
Economics
Human Resource Management
International Business
Management Practice

CONTACT

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Centre for Enterprise Development and Regional Economy - CEDRE

The Centre for Enterprise Development and Regional Economy (CEDRE) is one of the conduits of WIT's mission to be a major contributor to the economic growth and development of Ireland's South East region. With extensive expertise amongst its academic and research staff, in a wide range of disciplines, WIT is well resourced to be a key force in supporting, promoting and developing entrepreneurship in the region. CEDRE brings this expertise together in an open, flexible and collegiate manner. It provides a framework and environment for entrepreneurs, researchers, academics and policy makers/implementers to engage in a mutually complementary manner to support economic growth and development in the region.

The Centre's Mission Statement:

CEDRE is a driving force in integrating relevant regional stakeholders to develop the South East as an entrepreneurial region.

The Centre achieves this through active engagement with, research into and publication of research about:

- Entrepreneurs and entrepreneurship (male and female)
- Owner managers
- Enterprise creation, development, growth and internationalisation
- Enterprise Policy
- Entrepreneurial regions
- Technology and Knowledge Transfer
- Family enterprises

The Centre is focused on:

- High potential start-ups (HPSUs)
- Clustering of related businesses and services
- Entrepreneurial regions
- Regional Innovation Clusters (RICs)
- Social entrepreneurship
- Regional economy

The over-riding objective of CEDRE is the development of entrepreneurship education and research. In educating and developing entrepreneurs and business owners, as well as policy makers and business advisors, the Centre positions itself at the forefront of entrepreneurial activity in the region.

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Waterford Crystal Centre for Marketing Studies

The Waterford Crystal Centre for Marketing Studies brings together the marketing expertise of a core team of 23 faculty members and acts as a research and teaching focus for a total of 35 postgraduate students in the marketing area. The Centre provides an environment for marketers, academics, researchers and policy makers to engage with one another to support research, enterprise and regional strategy.

Key research interests at the Waterford Crystal Centre for Marketing Studies include marketing strategy, innovation and knowledge transfer, brand and reputation management, consumer behaviour and sports marketing. The Centre's research is applied with several industrial and societal contexts, including tourism (with Fáilte Ireland), healthcare management (with the Health Services Executive), enterprise, innovation and knowledge transfer (with Enterprise Ireland) as well as specific collaborative projects with industry.

Recent postgraduate student projects reflect the above research interests, including the development of brand communities through event marketing, brand management in the public sector, how to attract customer oriented service employees through the corporate brand, service innovation and brand co-creation, the development of an innovation scale and investigating the process of innovation.

The research centre frequently has funded postgraduate vacancies and welcomes potential candidates to contact us directly or visit our website.

Contacts:

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Centre for Management Research in Healthcare and Healthcare Economics

The Centre for Management Research in Healthcare and Healthcare Economics is a unique collaborative venture that strives to address the need for a well-crafted and effective healthcare system in the Irish context. Underlying the formation of the Centre was the belief that helping to deal with the current healthcare challenges starts with a solid foundation of research that combines the expertise of healthcare professionals and academic researchers.

The Centre is a regional partnership, which brings together leading healthcare executives and representatives in the field of management and organisation of healthcare. Since its inception, the Centre has benefited from a collaborative partnership with the Health Services Executive South East (HSESE), which allows us to leverage the best ideas from academia and the field of practice. This is very much a mutually beneficial arrangement, whereby researchers from the Centre have access to both local and national HSE personnel but also where the HSE themselves are provided with guidance, tuition and the outcomes of focussed research to assist them in their priority areas. In addition, the Centre collaborates with other relevant organizations, both nationally and internationally.

Current research topics include:

- Quality Implementation Frameworks in Healthcare
- Healthcare Accreditation
- Performance Management in Healthcare
- Patient and Public Involvement in Healthcare Decision-Making
- Human Resource Development in the Health Services
- Reputation Management
- Healthcare Economics
- GP Management Practices

Contact:

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Finance Research Group

The Finance group is an emerging one building on the strong tradition of accounting within the School. Its initial aims are to enhance both the subject group capacity and to engage in knowledge transfer, which are central to the Research and Knowledge Transfer Strategy of the School. Key research interests include corporate governance, cognitive biases in finance, investor psychology, small firm finance, stock market anomalies, financial statement disclosure and audit, mergers and acquisitions, financial regulation, ERP systems and management accounting techniques.

A series of initiatives are being undertaken to inform teaching, help in the dissemination of research activity to both students and practitioners and help generate research funding. These activities aim to enhance the quality of both undergraduate and postgraduate learning; provide support for publication through seminars and conferences whilst assisting in the transfer of knowledge into the region and across national networks also. The projects serve to build critical mass and to enhance scholarship whilst acting as a foundation for the development of specialist themes across the finance discipline.

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Business Education and Teaching Research Group - BETR

The BETR group is focused on research oriented investigating improved education strategies for business education.

Key interests include:

- Simulation techniques for education of a number of business subjects.
- Development of case based education.
- Investigation of best practice for group assessment and assignment in a business school.
- Use of technology and IT in business education.
- Multi-discipline assessment methodologies.

The BETR group is an emerging group within WIT which has a number of opportunities for any motivated researcher.

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Rural Development Studies Cluster - RIKON

(Research in: Innovation, Knowledge & Organisational Networks)

The Group was established in the Spring of 2007 by Dr. Mary T. Holden, Dr. Felicity Kelliher and Dr. Patrick Lynch. The RIKON Group is interdisciplinary, representing several streams of academic thought. Currently, the group's members supervise twelve funded research Masters' students and three PhD candidates.

The main interest of the RIKON Group is to assist firms to achieve managerial capabilities in innovation and knowledge (which includes its transfer as well as organisational/management learning); as such, project member's work closely with Enterprise Ireland, Fáilte Ireland South East, and firms located in the south-east region.

RIKON also has a special focus in research, which aids business development within small rural communities. The group is particularly active in research involving:

- Fáilte Ireland's Tourism Learning Networks,
- Enterprise Ireland's Innovation Voucher Scheme, and
- a current learning and knowledge transfer initiative in WIT.

The Group's work reflects recognition at academic, industrial and government levels that current and future competition must be based on knowledge; hence innovation, knowledge and an organisation's networks are the bases of RIKON's research activities. The group is vigorous in their dissemination activities - having published a number of academic articles in their areas of interest.

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"There has been an obvious step up in level from undergraduate to postgraduate, it has been a great learning experience for me and I know I will reap the benefits. I would highly recommend the experience to anyone."

Michael McNamara, Masters of Business (Economics & Finance)