



AIB Centre for Finance & Business Research Launched at WIT

WIT School of Business is delighted to confirm that AIB has endowed the School's Finance Research Group, now renamed the AIB Centre for Finance & Business Research. Led by Dr Sheila O'Donohoe, the FRG was formed in 2008 to bring together various independent researchers efforts and now has eleven academic researchers. With this endowment, AIB secures ongoing research, as well as providing for increased research activity and knowledge transfer.

The endowment will directly support three PhD scholarships, site visits and academic prizes, as well as supporting the acquisition of educational materials to support the Centre's work. Over and above financial support, the endowment allows for new opportunities to interact with AIB, offering a range of seminars and forums as well as inputting to an advisory board that will help steer the Centre's activity. At the launch both Robbie Henneberry, MD of AIB Republic of Ireland, and Nick Donnelly, Regional Director of AIB, emphasised how timely the programme of research at the centre is, particularly the ongoing dialogue around how business and finance operates in Ireland and elsewhere.



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Graduate Business Promotions
Ms Jackie Murphy
e graduatebusiness@wit.ie
t +353+(0)51 302424

.....from the Head of
Graduate Business
at WIT



A warm welcome to our new edition of the Edge ezine and again this semester we have much to report upon from our new international relationships to the launch of the AIB Finance and Business Research Centre. In the current newsletter you will have an update on our most recent International Study programme to Brussels, the largest ever co-ordinated trip of this nature by an Irish business school. In keeping with our goal to internationalise our work and programme activity, we are also pleased to announce a new strategic partnership with ESC Brest in France which will see the implementation of a new double degree/joint award for our masters in internationalistion students.

As you know, our colleague Gerard Arthurs, has taken up a position as Visiting Scholar at George Washington University in the US where he will undertake research for his doctoral studies and work in collaboration with colleagues at the Elliott School of International Affairs.

We were delighted to welcome Dr Tim Longfellow, Chair of the Marketing Department at Illinois State University USA, for a short visiting lectureship in February and will welcome colleagues from Suffolk University, Boston later this month.

Innovation continues apace within the School with new executive offerings in project management and a new Doctorate in Business Administration. We will also launch a new Masters in Business, Innovation, Technology and Entrepreneurship aimed at non-business students. A new forum for discussing research was launched in April encouraging interaction and dialogue between researchers in business and humanities. Significantly, the AIB Centre for Finance and Business Research was formally launched with a substantial endowment from AIB bank, providing financial support for PhD scholarships site visits and academic prizes as well as supporting the acquisition of educational materials to support the Centre's work. Enabling works have now commenced on our new business school building which is on schedule to be completed by 2013.

Our congratulations to our graduate students who participated in the live consultancy project as part of their studies on marketing in international business (MBSi) and to our MBA students who again were strong contenders for the National MBA Strategy award. Well done to all concerned.

Our Graduate Business Society hosted a leadership visiting speaker event with Brian Coady, the Kilkenny Hurling manager in March and a range of educational and social events for our graduate students during the semester. We will look forward to supporting their Gala Ball event on August 27th.

As the semester draws to a close, can I extend warm best wishes to you all for a safe and enjoyable summer break. We hope you will continue to interact with us through our Graduate Office. You can now also follow us on facebook where we will aim to provide additional updates on our work and activities.

WIT prepares a double degree with ESC Bretagne Brest



Pictured above at the signing ceremony (l-r) – Gilles Gueguen (ESC Director of International Development), Dr. Gerard Gimez (Dean, ESC Bretagne Brest), Dr. Gaelle Ulvoas (Ass. Professor in International Trade at ESC), Dr. Denis Harrington (Head of Graduate Business at WIT), and Declan Cahill (Programme Director, MBS Internationalisation at WIT).

WIT School of Business and ESC Bretagne Brest signed a Memorandum of Understanding to integrate WIT's MBS in Internationalisation and ESC Bretagne Brest MSc in International Business into a double degree programme. Established eleven years ago and led by Denis Cahill, the MBS in Internationalisation is dedicated to growing business graduates into the international business professionals of the future. Internationally Ireland and Irish business has a well deserved reputation for its global outlook, illustrated by the country's success at attracting MNC's, and the accomplishments of indigenous champions. The Memorandum of Understanding is a clear commitment to further internationalise our student experience, by deepening our relationships with long-standing partners. Founded in 1962 as Brittany's Graduate School of Business, ESC Bretagne Brest provides business and management courses for 650 students across 10 different programmes. Further information about the MBS in Internationalisation at Waterford Institute of Technology is available from programme director Declan Cahill (+353+51+ 845616; dcahill@wit.ie) or at www.wit.ie while the ESC Bretagne Brest website is at www.brittany-business-school.com.

Health Insurance Authority visit by BA Financial Services Students



The BA Financial Services in March 2010 visited the Health Insurance Authority in Dublin where they received a presentation on developments and regulation from the CEO Mr Liam Sloyan. This involved a review of the Authority submission to an Oireachtas Committee as well as discussions on international experience with respect to private health insurance. As a mark of appreciation, the Class Representative Ms Clare Hartley presented Mr Sloyan with a copy of Dr Peter Jordan's work on the Waterford municipal art collection. Afterwards the class moved on to Leinster

House where they were hosted by Senator Paudie Coffey and had the opportunity to view the Senate discuss the air sea rescue service based at Waterford Airport. The group also visited Dáil Éireann and hear An Taoiseach present his new cabinet for approval.

Enabling works commence on new school building

Advance work has commenced on the new school building, which will add 4,000 sq metres of accommodation at the main Waterford Institute of Technology campus. The new building will provide small, medium and large sized lecture theatres, as well as seminar rooms, meeting room and staff offices, offering world class facilities to match our world-class teaching. At present, John Sisk & Son Ltd are undertaking the €2.45m enabling works, due to be completed when the next academic year commences in September. The National Development Finance Agency (NDFA) in conjunction with WIT is currently in the procurement stage for the new school building, which together with the Architecture and Engineering building will be delivered by a public private partnership.



Pictured at contract signing were Paul Quirke, WIT; Prof Kieran R Byrne, President, WIT; Declan Gahan, SISK and Gary Falconer, CJ Falconer & Associates Chartered Architects.

Work begins on new research building at West Campus

Early in this Martin Cullen TD, Minister for Arts, Sport & Tourism, turned the first sod last January on the new 1,056m² four-storey research building at Waterford Institute of Technology's West Campus at Carriganore. Funded by the HEA under the PRTLTI scheme, this €5m development designed by Devereux Architects is being built by BAM Construction and is designed to take pressure off the existing ArcLabs Research & Innovation Centre which houses the School's Centre for Enterprise Development & Regional Economy (CEDRE).



Visiting Scholarship to George Washington University for WIT's Gerard Arthurs

Congratulations to Gerard Arthurs, Lecturer in International Business at the WIT who took up a visiting scholarship at George Washington University in Washington DC at the end of semester two. Located just four blocks from the White House, GWU offers exceptional access to people and institutions at the heart of American political life, which fits neatly with Gerry's research interests in international diplomacy and transatlantic relations.

WIT School of Business welcomes Dr. Tim Longfellow

This semester WIT School of Business welcomed Dr. Tim Longfellow, Chair of the Department of Marketing, Illinois State University, for a short visiting lectureship. Here to extend the on-going collaborative relations between Illinois State University and Waterford Institute of Technology, Dr. Longfellow gave guest lectures to undergraduate, post-graduate and entrepreneurship students along with meeting researchers and academic staff. Dr. Longfellow's primary teaching and research areas include Marketing Research, Marketing Strategy, and Professional Sales. His current research is in the area of consumer decision making as it relates to Recycling Behaviours and the Purchasing Behaviours for Green Products.



Save the date: GBS Ball

The Graduate Business Society is hosting its 8th Annual Gala Ball on Friday the 27th of August in the Granville Hotel. This is a black tie event where the postgraduate students, academic lecturers, regional businesses and alumni come together to have an enjoyable and entertaining night. 2010 Keynote speaker has yet to be announced, but it is sure to be someone who follows a tradition of illustrious and controversial figures talking at the event. The 'Graduate Business Student of the Year' awards will be presented to outstanding students on each graduate business programme. The ball is also an opportunity to listen to a special guest speaker, mix socially with one another and to build relationships amongst the academic and business community. The evening will begin with a champagne reception upon arrival at 7:30pm with dinner being served at 8pm sharp, followed by music by Avalon and DJ Jono O' Byrne.



Tickets are being sold at €65 each for students and staff of WIT and €75 each for corporate tickets. Booking of tickets is essential. Please contact Catherine Gannon on (085) 7684055 or cgannon@wit.ie or alternatively, email the GBS Committee at witgbs@gmail.com.

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New forum for discussing research



Informal Forum
for WIT
humanities & business
researchers

This new informal forum for humanities & business researchers offers a place to present early stage conference papers, and for researchers to get together informally, to discuss their work. Launched in April, two sessions were held this semester, taking papers from Pdraig McCarthy- The bankruptcy of bankruptcy, Tom Boland- Iconoclastic

branding: Consumerism, Cool and Critique, Ray Griffin- What are we talking about, when we talk about organisational structure and Jill O' Mahony- The cult of novelty. It is hoped to run six sessions next semester, kicking-off in mid-October, send suggestions for papers to Ray Griffin rgriffin@wit.ie or to Tom Boland tboland@wit.ie and watch out for the invitations to the talks.

BA in Financial Services prize



Stephanie Mullally received top marks in her General Insurance Module on the BA in Financial Services. During her studies she undertook work experience with Fitzgerald's Insurance in Waterford and she remarked that this gave her a good appreciation of the practices and concepts in the sector. Her prize was a student honorarium and a book kindly signed and donated by the European Commissioner for Consumer Affairs, Ms Meglena Kuneva.

Applied Interpretivist Methods Poster Presentations



MBSI students, taking the new paper format dissertation, presented the first fruits of their interpretivist research in a poster presentation at the very end of semester. Their papers, largely examining consumer behaviour issues, using innovative methods such as photo-elicitation, storytelling, deconstruction, thematic analysis; examined issues as diverse as the stigma of smoking, the meaning of fake tan, creolisation of Chinese food, new Sunday rituals and the commoditisation of friendship. Their posters were an opportunity to map out the structure and tone of their final report which is due in August.



Graduate Marketing and International Business Students Compete in Live Consultancy Project

As part of the Marketing and International Business module led by Conor Kelleher, MBSI students spent the past semester working on a live consultancy project. They undertook a study of the potential and targeting strategies for export sales on behalf of Irish Handmade Glass Ltd. a start-up new venture, founded by four former employees of Waterford Crystal. Each project group reported to two of the company founders- Tony Hayes and Derek Smith, who kindly facilitated the assessment.

Research on the Design of Pricing for Software



The issue of pricing is one which challenges many business promoters because it operates on a number of levels. It crystallises the value capture of a firm, it reinforces positioning in the market, it determines cash inflows, and it influences demand. Software firms in particular find it difficult to design a pricing a structure and new firms with limited market knowledge wrestle with this decision. This mixed methods study examined the pricing strategy making in young software firms in Ireland and Newfoundland was kindly supported by the Ireland Newfoundland Partnership and facilitated by Memorial University of Newfoundland and Enterprise Ireland.

Datapac welcomes its 75th work placement student

Datapac Ireland's largest indigenous ICT solutions provider today celebrates a landmark for its student work placement programme as it welcomes its 75th college student. The Datapac internship offers students from WIT, DCU, NUI Galway, UCC and NUI Maynooth six months 'hands-on' work experience as part of their undergraduate qualifications. Students gain experience in a wide range of commercial activities within Datapac, including sales, marketing and, importantly, customer service. In addition, students will gain exposure to next generation technology solutions in areas such as virtualisation, cloud computing and unified communications. The School's work placement office places over 80 students each year, and you can contact Frank Walsh or Annette Toms at 051 84 5615/6153 or fwalsh@wit.ie / atoms@wit.ie.



Pictured are the students taking part in the 2010 work placement scheme

New Venture Creation



Innovative students were striking out to establish businesses this semester, as part of the flexible semester in year three of their BBS degree. Their work, showcased at a poster event this semester, involved starting businesses in challenging industries from promotions, education, the rag trade and gambling. Facilitated by Dr. Clare Gately, along with the backing and support of the School of Business, each new venture initiative is assigned an experienced project mentor. They provide advice, guidance and direction to students work, as well as acting as a sounding board for ideas and venture development. The South East Business Innovation Centre (SEBIC) and TalkTalk provide sponsorship of the programme. Students have access to virtual office facilities at ArcLabs, Carriganore on W.I.T.'s West campus.



Dr Sean Byrne(WIT), John Maher(WIT), Dr Sheila O'Donohoe(WIT), John O'Leary (PWC), Aidan Barrett (AIB)

Seminar on International Financial Services

The AIB Centre for Finance and Business research at WIT recently hosted a seminar on international financial services. It was addressed by John O'Leary, FCA, taxation partner of PWC Dublin and was chaired by John Maher on behalf of the Centre. Mr O'Leary who completed his foundation studies over 25 years ago at WIT, found that much had changed on campus. The seminar examined major influences domestically and globally and critically analysed competing priorities. It also explored the legislative framework expertise, and skills necessary for maintaining a positive trajectory with respect to the sector.

The seminar was attended by financial services firms, enterprise agencies, students and staff. The occasion provided an opportunity for informal and formal discussions on critical challenges faced in financial services and is part of the engagement between WIT and its stakeholders.

Short Programme in Executive Education- Managing Business Projects

Responding to industry demand, Graduate Business at WIT is offering short executive programmes, the first of which Managing Business Projects, was led by Dr Pio Fenton last semester. Over four days, executives and managers from local businesses explored how a structured approach to project management can be put to use within their organisations. With participants from a range of organisations within the region, from SMEs to large MNCs such as talktalk and SunLife; and contributions from Dr.



Felicity Kelliher and Mick Rock, this high impact short course draws on a module on the Higher Diploma in Business in Management programme, and participants who successfully complete an assessment will gain a 5 credit exemption for this course. It is intended that this course will again be offered over a four day period in December. Please contact Dr. Pio Fenton for more details. pfenton@wit.ie



2010 International Study Trip

Business is not just about Boston versus Berlin – it's about Brussels, Beijing, Bangalore and beyond, which is why over 100 WIT Graduate Business students - from Ireland, China, India and elsewhere - travelled this semester to Brussels to experience and engage with MEPs, Irish government and business representatives and senior academics. The School's third study trip took in one intense week of lectures, seminars, visits to European institutions and assessments.

Meeting with Alan Kelly and Sean Kelly MEPs at the European Parliament was a highlight of a day spent in the EU Quarter. Top IFA and IBEC representatives such as Michael Treacy and Heidi Lougheed respectively, as well as Irish government officials at the Irish Permanent Representation to the EU and Fergal O'Regan of the EU's Ombudsman's office, delivered high calibre interactive sessions.

Staying in the appropriately monastic setting of the Louvain Institute for Ireland in Europe, the students also had the distinct honour of a Gala Dinner with the Irish Ambassador to the EU, His Excellency Rory Montgomery, who gave a wide ranging speech on the importance of Ireland's continuing engagement with the wider continent. Senior professors from the prestigious Katholieke University of Leuven and the top-ten ranked Vlerick Management School also attended, as did RTE's Europe Correspondent, Tony Connelly, who gave an engaging speech on the endurance of international stereotypes. The tour is a fully-accredited module of the students' learning programme at WIT and involved research activity and presentations in an international setting to challenge them outside of the confines of the Irish classroom.

The Dean of the School of Business, Dr Tom O'Toole, and the Head of Graduate Business, Dr Denis Harrington, actively engaged with the students in their assessments, emphasising the professional standards and expectations of our graduates. The tour is co-ordinated by Dr Sheila O'Donohoe and Gerard Arthurs of the School of Business, with the active support of colleagues Dr Felicity Kelleher, Jackie Murphy, Collette Kirwan and John Casey.

