



Postgraduate Research Symposium

1.00-6.00 pm, Thursday, 19 Oct. 2017

Creative Zone, Library

#CUBSresearch @CUBSucc

**Please confirm attendance with Dr Seán Lucey (sean.lucey@ucc.ie) by
Tues. 17 Oct.**

Light lunch from 1.00pm

1.30pm Welcome and Introduction:

Prof Thia Hennessy

(Head of CUBS and Depart. of Food Business and Development)

Session 1: 1.40-2.30pm

Claire O'Sullivan Rochford

Reflecting on Professional Scepticism: Defining an agenda
for empirical investigation

David Alton

'All Cops are Bastards': Extreme Football Fans Reaction to the Neoliberalisation of Fandom'

James Duggan

'The Invisible Employee': The Emerging Gig Economy and its Implications for the
Employment Relationship

Session 2: 2.30-3.30pm

Mary Brennan

The Development of Social Sustainability Indicators for Irish farms

Grace O'Rourke

The Upcycling Movement: Pursuing Hedonistic Sustainability

Conor Hickey

Stranded Generation Assets & the Implications for the European Gas Network

Kevin O'Leary

Exploring the Application of Blockchain Technology to Combat the Effects of Social Loafing
in Cross Functional Group Projects

Coffee and Networking Session: 3.30-3.50pm

Session 3: 3.50-4.50pm

Charles Osemwingie Amayo

Exploring the Business Value of Private cloud Infrastructure-as-a-Service (IaaS) Using RBV Theory: A Study of Tertiary Institutions in UK and Ireland

Resego Morakanyinae

Digital Exemplars: Leading the Digital Transformation Roadmap

Alexis Amaye

Designing for and Evaluating Wicked Problem Environments: Towards a Mindfulness-based IS Utilization Evaluation Framework

Stephen Dooley

Impact of Emerging Technologies on the Financial Sector

Session 4: 4.50-5.50pm

Seán Tanner

Using Eye-Tracking Methods and Retrospective Think Aloud to Explore the Cognitive Processes Associated with Label Usage

Conor Drummond

A Social Media Influence Framework on the Networking Capabilities of Entrepreneurial Firms

Emmanuel Eze

mHealth in rural areas of developing countries:
A Sociomaterial Perspective

Ruth Gibbs

A VAR analysis of the effects of ageing demographics and income on health expenditure

Closing Remarks

Prof Matthias Beck

(Department of Management and Marketing/
Chair of College of Business & Law Research Committee)