



CUBS Postgraduate Research Symposium

**Wednesday 22 June 2022
9:10-16:30**

The Banking Hall, Lapp's Quay

Organising Committee: Dr. Seán Lucey, Sarah Greeley

Each paper will be 12 minutes with an additional 5 minutes for Q&A
The Dean's Prize for Best Paper will be 500 Euro

**8:45-9:10
Teas and Coffee**

9:10-9:20 Welcome

Banking Hall

Prof Thia Hennessy (Dean of CUBS)

9:20-10:50 Parallel Session 1, Main Banking Hall Main

Organizational Behavior & Wellbeing

- 1. Preliminary findings from a systematic review of consumer food related behavioural findings within healthy sustainable diet research*
Brid Bourke
Management & Marketing
- 2. The impact of income inequality on subjective well-being: Evidence from China*
Ruixue Feng
Economics



3. *Transformative service research through service design: Facilitating patient journeys and autonomy transition*
Paula Leocadio
Management & Marketing

4. *Keeping creativity alive in virtual teams*
Sanaa Alghamdi
Business Information Systems

9:20-10:50 Parallel Session 1, LR1

Finance & Entrepreneurship

1. *The liquidity timing ability of US mutual funds*
Zhengnan Yin
Economics

2. *An analysis of the efficiency of betting markets in English greyhound racing*
Bill Gaine
Economics

3. *Necessity-based business model pivoting by immigrant food entrepreneurs to the COVID-19 pandemic: From an entrepreneurial ecosystem perspective*
Anna Murphy
Food Business & Development and Business Information Systems

4. *Incorporating related and unrelated variety into firm dynamic interrelationships*
Daragh O'Leary
Economics

5. *An analysis of the household wealth of self-employed versus paid-employed individuals across European countries (2010-2017)*
Yibin Liu
Economics



10:50-11:10- Coffee break

11:10-12:00

Prof Anthony McDonnell (Deputy Dean, CUBS/ Head of Department of Management & Marketing)

Importance of developing a research network

12:00-13:00- Lunch Break

13:00-14:30 Parallel Session 2, Main Banking Hall

Sustainability

1. *Farmers' markets as resilient 'interstices' in a global food system: A small firm growth perspective*
Richard Connolly
Food Business & Development
2. *Investigating the nature of the attitude behavior gap in the context of environmental food behaviors: A cognitive dissonance perspective*
Chris Moran
Management & Marketing
3. *The relationship between residential deprivation and commute choice: Forced car dependency?*
Conor O'Driscoll
Economics
4. *The role of infrastructure in driving growth*
John Paul Clifford
Economics/Food Business and Development



5. *Shifting consumers' eating habits towards sustainability and health*
Isin Yazicioglu
Food Business & Development

6. *Distance from agglomerations: Are non-core areas destined to shrink?*
Josh O'Driscoll
Economics/Food Business & Development

13:00-14:30 Parallel Session, LR1

Technology & Strategy

1. *Understanding the characteristics of workforce transformation in a digital transformation context*
Naimah Alrasheedi
Business Information Systems

2. *A systematic literature review of the importance of state agencies for SMEs*
Yueling Sima
Management & Marketing

3. *A virtue ethics approach to understanding consumers' development of digital moral identity*
Amer Badran
Management & Marketing

4. *How digitalization of product platforms leads to organizational change: Towards a conceptual framework for product platforms in manufacturing automation*
John O'Sullivan
Business Information Systems

5. *Strategy in dynamic environments: A systematic literature review of the interplay between geopolitics and MNE strategies*
Stephanie Tonn Goulart Moura
Management & Marketing



14:30-15:00- Coffee Break 2

15:00-16:00

Main Banking Hall

Dr Seán Lucey, Research Manager, College of Business and Law

Research Funding and Next Steps in Your Career

16:00-16:30 – Best Paper Award and Close