

SCHOOL OF BUSINESS PHD SYMPOSIUM 2023



**Maynooth
University**
National University
of Ireland Maynooth

FRIDAY, 24TH MARCH, 2-5PM

TSI 210

FOLLOWED BY A PRIZE-GIVING AND RECEPTION

SCHOOL OF BUSINESS PHD SYMPOSIUM 2023

WELCOME

PROFESSOR JOSEPH COUGHLAN

Head of School, School of Business

2pm



It gives me great pleasure to welcome you to our 2023 PhD symposium featuring presentations from ten School of Business PhD students. Events such as this symposium are important in the life of a business school. They showcase the next generation of business research while at the same time helping to build a supportive community around our PhD students.

Between them, these presentations showcase the range of disciplines and topics that are represented across our PhD programme, and indeed our School. What struck me on reading the titles and abstracts was the strong focus on societal impact across the presentations – from corporate social responsibility and sustainability through to the design of more representative and supportive work environments – and at the same time incorporating contentious societal challenges such as gender, artificial intelligence and data governance. I am also heartened by the genuine efforts of students to keep their research in tune with the “real world”.

I look forward to an informative and enjoyable symposium.

A handwritten signature in dark ink that reads "Joseph Coughlan". The signature is written in a cursive, flowing style.

SESSION 1:
2.10 - 2.55PM

The World of Work
Moderator: Dr Steven McCartney



SIMON HANRATTY

Escaping the Burnout Vortex? Designing a socio-technical solution to prevent professional burnout



SIYI CHEN

The role of gender in knowledge behaviors within organizations that use hybrid working arrangements

POONAM SINGH

Exploring the Causes of Under-Representation of Global South Scholars among Academic Society Award Winners

SESSION 2:
3.10 - 4.10PM

Data and Decisions
Moderator: Dr Marco Alfano

GÜLTEKIN ÇAKIR

Consumer Confusion: assortment inconsistencies from a channel-switching perspective

HARRIET FINNEGAN

Institutional logics and rhetoric in the rural electrification market in Ireland: initiating, implementing, and sustaining

OLUSEGUN AGBABIKA

Trustworthy AI-enabled Automated Decision-Making in the Public Sector: A Systematic Review



KARTHICKESHWAR SHANKARAVELU

An EA model to map and measure the value of the data: how effective data governance influences data value creation

SESSION 3:
4.15 - 5.00PM

Sustainability and Governance
Moderator: Prof Fabiano Pallonetto

KANISHKA MENDEKHAR

Sustainable Performance in Small and Medium Sized Enterprises (SMEs): An Analysis of Sustainability Policy, Implementation, and Impact

IBRAHIM OUASSINI

An empirical examination of the relationship between firm governance provisions and CSR measures



KAMALAKANNAN SIVAPPIRAKASAM

Life cycle assessment of alternative marine fuels in maritime transportation: A systematic review and bibliometric analysis



Indicates a first-year student

Please join us on the third floor for refreshments & prize-giving



Judging Panel:

Professor Joseph Coughlan

Head of School, School of Business

Professor John Cullen

Dean of Graduate Studies, Maynooth University

Dr Olga Ryazanova

Associate Dean of Strategy and Governance, Faculty of Social Science