

Research and Innovation Overview 2024

School of Business

The School of Business at Maynooth University employed 57 academic staff and researchers in the 2022-23 academic year, contributing significantly to its strong research output and international reputation. Among these, 54 were full-time active academic staff. The school supported 32 postgraduate research graduation of three PhD students: Dr Dean Creevey, Dr Brian McLafferty, and Dr Alan Patrick O'Sullivan.

Head of School: Professor Joseph Coughlan



Research Themes and Focus Areas

The School of Business continues to demonstrate excellence in a range of business disciplines. Key research areas include:

- **Sustainability and Climate Change:** With projects exploring renewable energy systems, the school is at the forefront of research into sustainability.
- **Data and Digital Transformation:** Research in this area focuses on integrating data science and digital technologies into business processes.
- **Health and Wellbeing:** Faculty research contributes to global health initiatives, particularly in healthcare systems and policy.
- **Society and Public Policy:** Several projects focus on the intersection of business and public policy, addressing societal challenges through engaged research.



Significant Research Outputs

In 2022-23, the School of Business produced impressive research outputs, including:

Publications

- The school published 66 peer-reviewed academic journal articles, one book, one edited book, 17 book chapters, 51 conference contributions, 28 conference publications, six reports, and 27 other publications (such as editorials and blog posts).
- Whose lips are sealed? Gender differences in knowledge hiding at work by Dr Tatiana Andreeva was published in the Journal of Occupational and Organizational Psychology. The paper discusses this damaging phenomena in the context of gender differences and received a top-cited award.
- Dr Alireza Keshavarz and colleagues published, 'How do firms value sales career paths' in Journal of the Academy of Marketing Science
- Dr Christian Martin published Biospheric values as predictor of climate change risk perception: A multinational investigation in Risk Analysis in the international journal, Risk Analysis.

Awards and Grants

- The school secured over €1.34 million in research funding across 27 projects. Key funding successes include:
 - Professor Fabiano Pallonetto's Horizon Europe funding for the RES4CITY project, exploring renewable energy technologies in cities.
 - Dr Nicola Mountford's funding for the NeoSepsis project, aimed at reducing neonatal mortality from sepsis in Uganda.



Collaborations and Partnerships

The school fosters strong interdisciplinary and international collaborations:

- **NexSys Energy Research:** The school participates in NexSys, an all-island energy research programme funded by Science Foundation Ireland, which explores pathways to a net-zero energy system.
- **BITCI (Business in the Community Ireland):** Dr Jean Cushen developed the Sustainability Capabilities for Leaders (SCALE) diagnostic, supporting Ireland's transition to a low-carbon economy by enhancing sustainability in corporate leadership.



Research Impact and Societal Contributions

The School of Business has made significant contributions to public policy and societal challenges:

- **Sustainability and Climate Change:** The school's research in sustainability, including renewable energy projects like RES4CITY and FLOW, contributes to Ireland's efforts in reducing carbon emissions.
- **Health and Wellbeing:** Dr Nicola Mountford's work on sepsis diagnosis in Uganda, in collaboration with the Department of Biology, aims to improve healthcare outcomes in low-resource settings.



Future Directions

The school plans to expand its work in sustainability, digital transformation, and healthcare policy. Future research will include further interdisciplinary projects in collaboration with industry and international partners, focusing on addressing global challenges through innovative business solutions.

The School of Business at Maynooth University continues to excel in research, education, and public engagement. With its strong international collaborations, impactful publications, and commitment to addressing global challenges, the school remains at the forefront of business research in Ireland and beyond.