



Ulster Business School

GRADUATE RESEARCH CENTRE

ANNUAL REPORT – 2008/09

Graduate Research Centre
Ulster Business School
University of Ulster
Shore Road
Newtownabbey
Co Antrim
BT37 0QB

Tel: (028) 9036 6987
Fax: (028) 9036 6805
Email: e.boyle@ulster.ac.uk

Graduate Research Centre

Vice-Chancellor

Professor Richard Barnett, BSc (Salford) PhD (Salford)

Dean of the Ulster Business School

Professor Marie McHugh, B A (Belfast PhD (Ulster) FHEA

Head of the Graduate Research Centre

Dr Emily Boyle, BA (Belfast), PhD (Belfast)

Secretariat

Heather Brown

INTRODUCTION

All research students within the Ulster Business School are affiliated to the Graduate Research Centre and are members of the School's Research Institute (as well as being located in their specific campus/discipline Department). The Research Graduate Centre oversees research students' education and training from first application to final examination.

The role of the Research Graduate Centre is to facilitate and professionalise the training of research students, to co-ordinate the management and monitoring of their progress, to ensure the provision of adequate resources for the students' needs and their general welfare, and to develop the School as a centre of excellence in graduate research in Business and Management.

STUDENT NUMBERS

During the year 2008-2009 there were 44 research students registered in the Ulster Business School

Of these, 23 were full-time and 21 were part-time.

The number of research students registered on each campus was as follows:

<i>Campus</i>	<i>Full-time</i>	<i>Part-time</i>
Jordanstown	12	16
Coleraine	7	4
Magee	4	1

GRADUATING STUDENTS

Seven doctoral students graduated in the 2007-08 academic year.

Their names, thesis titles and supervisors are listed below in the table below:

<i>Student</i>	<i>Thesis Title</i>	<i>Supervisors</i>
Geoff Simmons	An exploration of the determinants of SME website optimisation: A study of the food industry	Dr Gillian Armstrong Prof Mark Durkin
Lynsey Hollywood	Examining dimensions of consumer behaviour within the commodity liquid milk market	Dr Gillian Armstrong Prof Mark Durkin
Caroline O'Kane	Barriers to entrepreneurial new venturing (ENV) for young female entrepreneurs	Prof Kate Greenan Prof Pauric McGowan
Jonathan Deacon	A study of the meaning and operation of the language of marketing in context	Prof David Carson Prof Audrey Gilmore
Catherine Weiss	Why do ward managers do what they do? An exploration between the relationship between organisational context, managerial role expectation and ward managers' work activity	Prof Marie McHugh Dr Martin McCracken
Paul Harrigan	Technological innovation in marketing: E-CRM in Irish SMEs	Dr Pat Ibbotson Dr Elaine Ramsey
Frank Wiengarten	Measuring the performance impact of electronic business applications in buyer-supplier relationships within the German automotive industry	Dr Guangming Cao Prof Paul Humphreys

CONFERENCE PAPERS PRESENTED

A number of students presented papers at a variety of conferences throughout the year. These included:

Bolan, P., Caterer J and Williams L (2009) "If you film it they will come! Film and TV related tourism and screen policy in the UK" Media, Communication and Cultural Studies Association (MeCCSA) Conference, Bradford.

Bolan, P, Crossan, M and O'Connor, N (2008) "Film and television induced tourism in Ireland: A Comparative Impact Study of Ryan's Daughter and Ballykissangel", Fourth Annual Tourism and Hospitality Research in Ireland Conference, Tralee, Ireland

Bolan, P, Boyd, S and Bell J (2008) "Utilising blogs for qualitative research in tourism", Fourth Annual Tourism and Hospitality Research in Ireland Conference, Tralee, Ireland

Cunningham, I (with Bell, J and Loane, S) (2009) "The dynamics and nature of entrepreneurial teams within the digital media industry", Annual Conference of the Association of International Business (UK and Ireland), Portsmouth

Cunningham, I (with Bell, J and Loane, S) (2009) "Entrepreneurial team exits in rapidly internationalizing SMEs", Association of International Business Annual Conference, San Diego.

Cunningham, I (2009) "The growth strategies of game firms: A Polish and Hungarian perspective", Annual McGill International Entrepreneurship Conference, Finland

Donnelly, C Cacciolatti, L, Fearne, A, Simmons, G and Armstrong, G (2009) "Use of Supermarket panel data amongst small and medium sized business in the food industry", Annual Conference of the Academy of Marketing, Leeds

Gerbl, M (with Humphreys, P and McIvor, R) (2008) "Global services outsourcing: Critical aspects and future directions" 20th Annual Conference of Production and Operations Management Science, Orlando, USA

Jianping Lu (with Humphreys, P, McIvor, R, Maguire, L) (2009) "Employing Generic Algorithms to minimize the bullwhip effect in an online efficient-responsive supply chain", IEEE International Conference on Service Operations, Logistics and Informatics, Chicago, USA

Jianping Lu (with Humphreys, P, McIvor, R, Maguire, L) (2009) "A genetic algorithm approach to reducing the bullwhip effect by investigating the efficient and responsive strategy in online supply chains", IEEE International Conference on Industrial Engineering and Engineering Management, Hong Kong, China.

Miller, K (2009) "Knowledge Management within the University Technology Transfer Process", 10th European Conference on Knowledge Management, Italy

Miller, K (2008) "Incubators: A stakeholder perspective", Annual Conference of the Institute of Small Business Enterprise, Belfast

Mitchell, R (2009) "SME Retail Branding: The role and implications for decision makers in UK Micro Firms" Doctoral Colloquium, Annual Conference of the Academy of Marketing, Leeds.

McMahon, F (2008) "e-CRM: Relevance to SME marketing practice", Annual Conference of the Institute of Small Business Enterprise, Belfast

McPeake, S (2009) "The business case has nothing to do with my organization...understanding the contribution of migrant workers" Annual Equal Opportunities International Conference, Turkey

McPeake, S (2009) "An investigation into the retention and recruitment of A8 migrant workers in Northern Ireland's manufacturing industry", Annual Equal Opportunities International Conference, Turkey

Simone-Charteris, M (2008) "The potential for Northern Ireland to promote politico-religious tourism", Cultural and Events Tourism Conference, Alanya, Turkey.

Simone-Charteris, M (2009) "Dark tourism and the political tourism interface: The case of Northern Ireland", Tourist Experiences: Meanings, Motivations, Behaviours Conference, Preston

Simone-Charteris, M (2009) "Developing Dark and Political Tourism in Northern Ireland: An industry perspective", Annual Irish Tourism Conference, Dublin, Ireland

Simone-Charteris, M (2009) "Religious heritage and tourism in Northern Ireland: Opportunities, developments and obstacles", Tourism, Religion and Culture: Regional Development through Meaningful Tourism Experiences Conference, Salento, Lecce, Italy

Wappling A, (with Farley, H and Strugnell, C) (2009) "Prevalence of food bundles in Northern Ireland Supermarkets", Annual European Association for Education and Research in Commercial Distribution Conference, Surrey

Wappling, A (with Farley, H and Strugnell, C) (2009) "Food bundling in Northern Ireland supermarkets", Annual British Academy of Management Conference, Brighton

O'Kane, C (2008) "An explanation of Barriers to entry for Young Female Entrepreneurs in Northern Ireland", ATINER Sixth International Conference on Management, Athens, Greece

Peng, J, (with Lihua, R, McAdam, R and Moffett, S) (2008) "Customer Knowledge Management in a Business Consulting Company" EuroMOT Conference, Nice, France.

Peng, J (with Lawrence, A, Lihua, R) (2008) "Customer Knowledge Management in International Projects" CAMOT International Conference, Beijing, China

Peng, J (with Lawrence, A and Lihua, R) (2008) "Knowledge Management from a China Perspective: Theory and Practice", Technology 08 Conference, Boston, USA

REFEREED JOURNAL ARTICLES PUBLISHED

Students also succeeded in having a number of articles published in peer reviewed journals. These included:

Bolan, P (with Williams, L) (2008) "The role of image in service promotion focusing on the influence of film on consumer choice within tourism" *International Journal of Consumer Studies*, Vol 32, No 4, pp 382-390

Bolan, P and O'Connor, N (2008) "Creating a sustainable brand for Northern Ireland through film induced tourism", *Tourism, Culture and Communication*, Vol 8, No 3, pp 147-158

Simmons, G.J (with Truong, Y and Kitchen, P) (2008) "Status and conspicuousness – are they related? Strategic marketing implications for luxury brands", *Journal of Strategic Marketing*, Vol 16, No 3, pp 189-203.

Harrigan, P and Boyd M (with Ramsey, E, Ibbotson, P and M. Bright) (2008), "The development of e-procurement within the ICT manufacturing industry in Ireland" *Management Decision*, Vol 46, No 1, pp 481-500

Harrigan, P (with Ramsey, E and Ibbotson, P) (2008) "e-CRM in SMEs; An exploratory study in Northern Ireland", *Marketing Intelligence and Planning*, Vol 26, No 4, pp 385-404.

FORTHCOMING JOURNAL ARTICLES

Bolan, P (with O'Connor, N) "Creating a sustainable brand for Northern Ireland through film induced tourism", *Tourism, Culture and Communication*,

Harrigan, P (with Ramsey, E and Ibbotson, P) "Investigating the e-CRM activities of Irish SMEs", *Journal of Small Business and Enterprise Development*

Peng, J (2008) (with Lawrence, A and Lihua, R) (2008) "Knowledge Management from a China Perspective: Theory and Practice" *International Journal of Knowledge, Technology and Society*

Simone-Charteris, M T and Boyd, S ""The potential for Northern Ireland to promote politico-religious tourism: An industry perspective", *Journal of Hospitality Marketing and Management*

Simmons, G.J. "i-branding: Developing the Internet as a branding tool", *Journal of Strategic Marketing*

BOOK CHAPTERS PUBLISHED AND FORTHCOMING

Students have also had a number of chapters in books published or accepted for publication. These include:

Thomas, B.C., Miller, C.J., Simmons, G.J. and Packham, G. (2008) : "The role of Web sites and E-Commerce in the development of Global start-ups" in: Fang Zhao (ed) *Handbook of Research on Information Technology Entrepreneurship and Innovation*, Idea Group Publishing (Hershey, USA)

Bolan, P (2009) "The influence of film on tourist decision making-utilizing Blogs in Qualitative Research" (case study) in Saunders, M, Lewis, P and Thornhill, A *research Methods for Business Students* (5th edition) Harlow, Prentice Hall

McMahon, F "Electronic Customer Relationship Management and SME marketing practices: Exploring potential synergies" in Thomas, B and Simmons G (editors) *E-commerce Adoption and Small Business in the Global Marketplace: Tools for Optimisation*, Idea Group Publishing

Simone-Charteris, M T and Boyd, S W "Northern Ireland re-emerges from the ashes: The contribution of political tourism towards a more peaceful and visited environment" in *Tourism, Progress and Peace*, CABI, Wallingford.

RESEARCH STUDENT SEMINARS

Over the year a number of students presented seminar papers internally for the School. The seminars were held at the Jordanstown and Coleraine Campuses.

Jordanstown Campus

<i>Student</i>	<i>Seminar Title</i>
Anders Wappling	The effects of product bundling on consumer evaluations of selected food products in Northern Ireland and the implications for consumers, legislators and retailers in the food sector
Stephen Graham	Evaluation of the Northern Ireland egg supply chain and the development of an alternative framework for optimum sustainable supply chain management
Susan Hewitt	Women's sexual subjectification: A study of advertising representations of women and their consumption
Fiona McMahon	Customer Relationship Management

Coleraine Campus

<i>Student</i>	<i>Seminar Title</i>
Richard Mitchell	Retail branding the role and implications for small to medium sized enterprises

Donna McGuinness	An investigation of competitive strategies of specialist independent grocery retailers in Northern Ireland: A qualitative study
Jie Wen	Joint venture in United Kingdom
Donna Caldwell	Female entrepreneurship in peripheral destinations: Investigating small and medium tourism/hospitality enterprises in Ireland and New Zealand

As well as student led seminars students were invited to attend a number of workshops led by visiting academics. These included the world renown Professor John Stanton of St Joseph's College, Philadelphia, Professor Wai Sum Siu from Hong Kong Baptist University Professor Lloyd-Reason from the Ashcroft International Business School in Cambridge, Dr Robert Kozinets from York University Toronto as well as the marketing author, Laurie Young and food marketers George Davey, Craig Plymesserr, Ian McDonald and Jo Davey.

CONFIRMATIONS

During the year the following students were confirmed as having achieved an appropriate standard of research to be in a position to complete a thesis for submission for the award of Doctor of Philosophy.

<i>Student</i>	<i>Supervisor</i>	<i>Second Supervisor/Advisor</i>
Donna Caldwell	Dr Pat Ibbotson	Dr Sharon Loane
Stephen Graham	Dr Gillian Armstrong	Prof Paul Humphreys
Susan Hewitt	Dr Lorna Stevens	Dr Paula O'Kane
Fiona McMahon	Dr Aodheen.O'Donnell	Prof Mark Durkin
Donna McGuinness	Dr Karise Hutchinson	Dr Emily Boyle
Richard Mitchell	Dr Karise Hutchinson	Prof Barry Quinn
Jie Wen	Prof Philip Hamill	Prof Colin Glass
Anders Wappling	Dr Chris Strugnell	Heather Farley