

Introduction to BITCI & Centre for Business & Society, UCD (CeBaS) Partnership

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UCD Michael Smurfit
Graduate Business School

Centre for Business and Society (CeBaS): Responsibility, Sustainability, Transformation

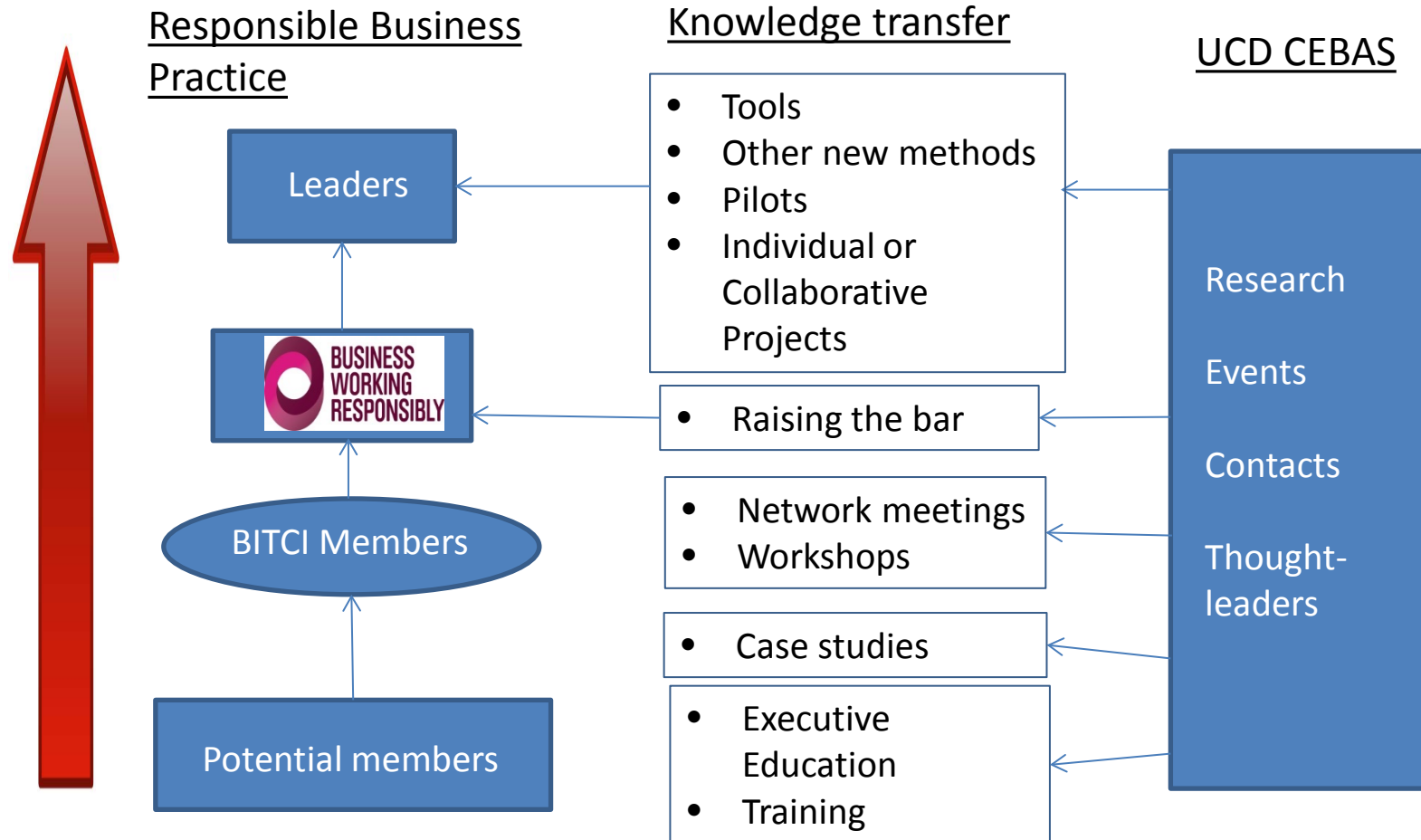
Centre for Business and Society (CeBaS)

- UCD College of Business
 - 100+ staff
- CebaS – 25+ researchers
 - Management
 - Marketing
 - Accounting
 - IR & HR
 - Banking & Finance
 - Management Information Systems
- <http://www.smurfitschool.ie/facultyresearch/researchexpertise/researchgroups/ucdcentreforbusinessandsociety/>

School	Students
Smurfit Graduate Business School	1,239
Quinn School of Business	2,039
Executive Development	1,500
Centre for Distance Learning	4,460
Total students	9,238



Business in the Community and UCD CEBAS



CeBaS – Key people



Prof Andy Prothero
Professor, Business
& Society



Prof Donna Marshall
Professor, Supply
Chain Management



Dr Colm McLaughlin
Associate Professor, Human
Resource Management &
Employment Relations



Bernadette Phelan,
Head of Advisory
Services, BITC



John Curran, Head of
Sustainability,
Musgrave Group



Carmel McQuaid, Head
of Sustainable Business,
Marks & Spencer



Eamonn Ryan, TD,
Green Party

Centre for Business and Society (CeBaS)

Sustainability

- Innovation
- Marketing
- Supply chains & Logistics
- Environmental Finance
- Consumption
- Environmental psychology
- Business engagement with SDGs

Gender, Discrimination & Diversity

- Inequality in the workplace
- Racial, sexual and gender identities and discrimination
- Feminism, post-feminism

Work

- Human resources
- Worker's rights
- The future of work
- Industrial relations
- Social entrepreneurship
- Sustainable models of business and employment

Africa

- Business in Africa
- The intersection between business and sustainable development in Africa
- The role of Africa as a global market actor

Transparency

- Sustainability Accounting & Reporting
- Corporate, supply chain and country-specific disclosure
- Governance and regulatory environments
- Tax avoidance

Health

- Value measurement in health care (costs and health outcomes)
- Process improvement and digital health
- Role of tax policy in addressing the global social and economic challenges of health issues

CeBaS Vision & Values

- The UCD Centre for Business and Society (CeBaS) aims to be a globally-recognised inter-disciplinary research centre focusing on all aspects of business and society
- We seek to:
 - celebrate a diversity of research approaches within the business and society field;
 - provide expert knowledge and actively participate in business and society challenges and solutions
 - produce innovative and cutting-edge research;
 - engage with business, government, NGO, consumer and other academic communities to inform responsible business practice as well as to foster inclusion and collaboration;
 - cultivate informed, agile, critical and ethical thinkers and doers, among our students and each other;
 - encourage research that helps to develop responsible business practices and build a better society

Collaborative research projects

- Bioeconomy – bio-based products
 - Interdisciplinary SFI-funded project
 - UCD lead – School of Agriculture & CeBaS & other schools
 - €11.5m
- Energy Systems Integration Partnership Programme (ESIPP)
 - Interdisciplinary SFI-funded project
 - UCD lead – Earth Institute & College of Business & other schools
 - €11m
- International governance of the financing of the UN's Sustainable Development Goals
 - University of Amsterdam
 - €100k+

Workplace

Tensions and Variations in Call Centre Management Strategies

Dr Maeve Houlihan

The Productivity-Enhancing Impacts of the Minimum Wage: Lessons from Denmark and New Zealand

Dr Colm McLaughlin

Work & management practices

Workers rights

Failure to Progress: Women's Career Advancement in Irish Law Firms

Suzanne Carthy

Organisational reattachments: quantifying the benefits of boomerang employees

Dr Virginia Stewart

Boomerang employees

Gender equality

Equality law and the limits of the 'business case' for addressing gender inequalities

Dr Colm McLaughlin

Economic crisis, austerity and trade union responses: The Irish case in comparative perspective

Prof John Geary

Employment relations

Workplace safety

Getting workplace safety right

Prof Mark Pagell

Play, fun & creativity in organisations

Diversity

Health & wellbeing at work

Emotional & psychological aspects of work

The dignity of difference: Experience of foreign workers in the multicultural workplace

Personal reflections on health and wellbeing in the workplace

Prof Andy Prothero

Work and play in management studies: A Kleinian analysis

Prof Donncha Kavanagh

Workplace fun: the moderating effects of generational differences

Dr Maeve Houlihan

Predicting retaliation against whistleblowers

Dr Virginia Stewart

Dr Maeve Houlihan

Marketplace

Consumption

Who are Organic Food Consumers?
A Compilation and Review of Why
People Purchase Organic Food

Prof Andy
Prothero

Consuming Motherhood: an
Introspective Journey on
Consuming to Be a Good
Mother

Is Green the New
Black? Reflections on a
Green Commodity
Discourse

Logistics

Dr Bill
Rose

Exploring urban
institutional pressures
on logistics service
providers

Dr Marius
Claudy

The Roles of Sustainability
Orientation and Market
Knowledge Competence in
New Product Development
Success

Consumer Resistance
to Green Innovations

Sustainability
Innovation

Allen
Higgins

Country Selection and Impact IT
Sourcing: Relationships Between
Business Factors and Social
Inequality

Anxiety and psychological
security in offshoring
relationships: the role and
development of trust as
emotional commitment

Prof Seamas
Kelly

Advertising

Communicating Greener
Strategies: A Study of On-
Pack Communication

Exploring children's understanding
of television advertising - beyond
the advertiser's perspective

Prof Andy
Prothero

Sustainability
Marketing

Sustainability Marketing
Research: Past, Present and
Future

Prof Andy
Prothero

Environmental Decision-Making:
Research Issues in the Cosmetics
and Toiletries Industry

Sustainable supply
chain
management

Prof Mark
Pagell

Building a more complete theory of
sustainable supply chain
management using case studies of
ten exemplars

Balancing priorities: Decision
making in sustainable supply
chain management

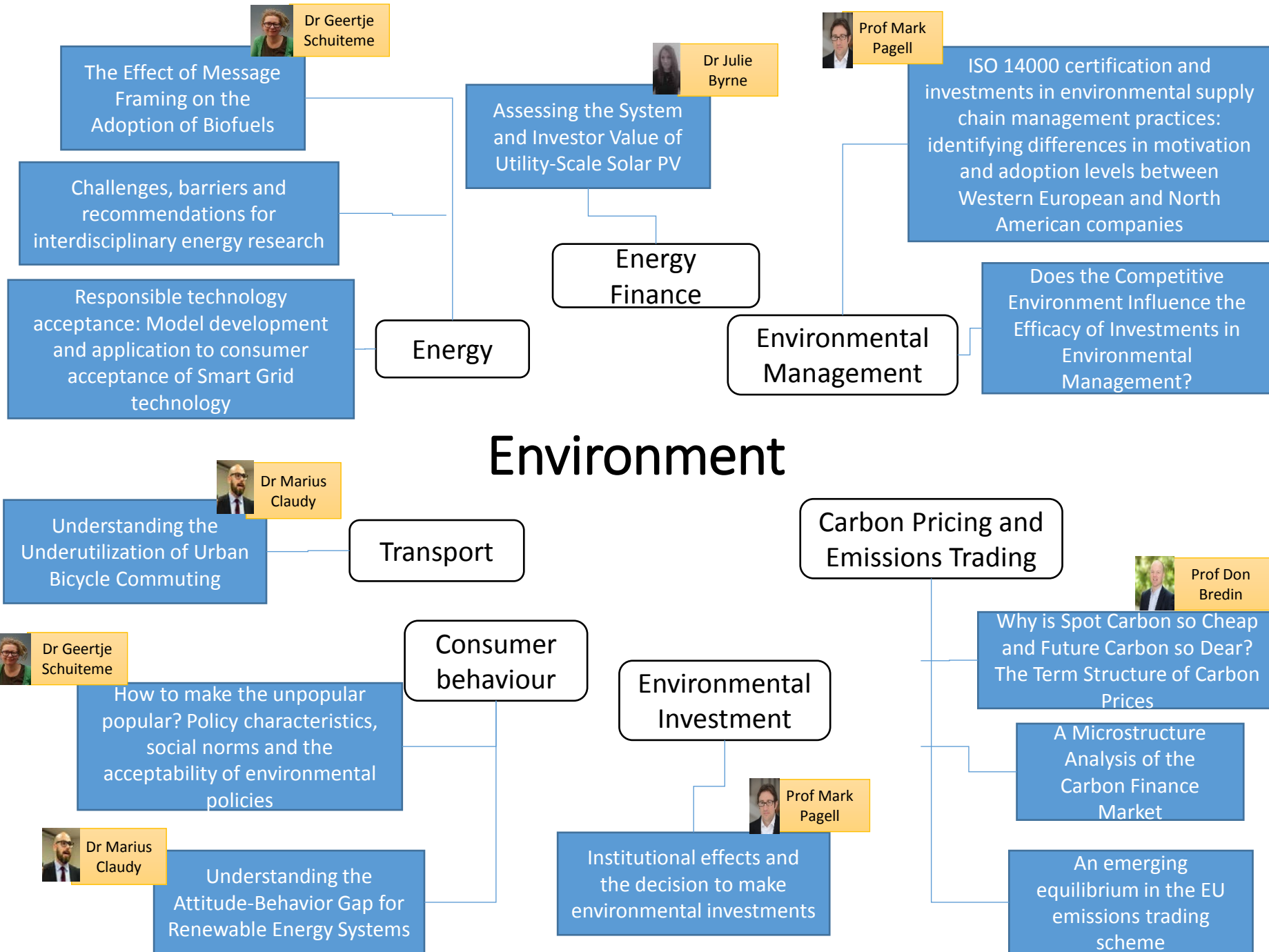
Prof
Donna
Marshall

How Does it Pay to be Green and
Good? The Impact of Environmental
and Social Supply Chain Practices on
Operational and Competitive Outcomes

Environmental uncertainty, supply
chain relationship quality and
performance

Global supply
chain

Environment





Prof Donna Marshall

What's Your Strategy for Supply Chain Disclosure?

Disclosure



Dr Mary Canning

The construction of materiality in sustainability assurance

Materiality



Rebecca Maughan

Exploring sustainability reporting and practices at Musgrave Group

Sustainability accounting and reporting at a sector-level: mapping the terrain

Sustainability Reporting



Dr Aideen O'Dochartaigh

To eco-effectiveness (and beyond)? Sustainability reporting in different types of organisation



Dr Mary Canning

Non-audit services and auditor independence: some evidence from Ireland

Professional Ethics

Professional accounting bodies' disciplinary procedures: accountable, transparent and in the public interest?

On professional accounting body complaints procedures: Confronting professional authority and professional insulation within the Institute of Chartered Accountants in Ireland

Tax Policy



Dr Gerardine Doyle

General Anti-Avoidance Rules (GAARs) A Key Element of Tax Systems in the Post-BEPS Tax World?

Management & Communications



Dr Bruce Martin

Entrepreneurship as a means of improving the social and economic conditions of persons with disabilities

Marginalised individuals



Dr Gianluca Miscione

Sensors, empowerment, and accountability: a Digital Earth view from East Africa

Accountability



Dr Gerardine Doyle

Health literacy and public health: a systematic review and integration of definitions and models

Health

Connected Health: An Open Innovation Perspective

Community



Dr Maeve Houlihan

The Case of HIV/AIDS interventions among South African SMEs

Africa



Dr Penelope Muzanhamo

Social Entrepreneurship and Brand Africa--How Human Capacity Can Reduce Poverty

The role of brand Africa in sustainable development: a diasporan perspective

Local business



Rebecca Maughan

Reconsidering community-based retailing

Collaboration & Networks



Dr Gianluca Miscione

Telemedicine in the Upper Amazon: Interplay with local health care practices



Allen Higgins

Network Collaboration Models



Prof Donncha Kavanagh

Sensemaking, safety, and situated communities in (con) temporary networks

Examples

- Workplace:
 - Call centre management (Houlihan, 2004) – data from four call centres shows that customer service requires emotional labour and discretionary effort characteristic of knowledge work
 - Different forms of work organisation (Geary, 1993) – two case studies of electronic companies show that workers remain suspicious of, and removed from, management
 - Diversity (Houlihan, 2007) – interviews with immigrant workers in Ireland suggest that diversity initiatives must be more clearly linked with a notion of dignity
 - Workplace safety (Pagell, 2013) – case studies show rationale for improving workplace safety
 - Lean production and worker health & safety (Pagell, 2013) – 10 case studies show how both the social and technical components of lean are required for lean to have positive operational and health and safety impacts

Examples (2)

- Marketplace

- Innovation (Claudy, 2016) – Data from 300+ international firms showed that sustainability orientation positively influences new product development
- On-pack advertising (Prothero, 1997) – analysis of on-pack environmental information shows how packaging can be used to engage consumers with environmental information
- Supply chain management (Marshall, 2015) – survey of Irish supply chain managers shows the benefits of engaging with lower tier suppliers and the community surrounding the supply chain
- Green supply chain management (Pagell, 2011) – case studies of how exemplars make decisions and balance short and long term objectives
- Outsourcing (Pagell, 2013) – survey shows how risk affects outsourcing performance
- Outsourcing (Marshall, 2007) – case studies show how companies that developed collaborative relationships with their suppliers achieved higher levels of success with outsourcing

Sustainability: Innovation, Transformation, Collaboration

David Erixon - Head of Digital & Customer Innovation at Ulster Bank:

- Technology is changing at an accelerating pace
- If we can think it we can create it – the boundaries are creativity, not technology
- “We are in the business of the unknown, we cannot keep doing what we know and what we’ve always done”
- Banks are terrible at partnering but this is going to change
- Hitting planetary boundaries – need sustainable economies – banks are part of this
- “Everyone is striving for independence but the future will be platform economies built on collaboration and interdependence”
- Trends:
 - PSD2 – level playing field for banks (<https://www.pwc.ie/industries/banking/psd2-in-ireland.html>)
 - Swish fintech app in Sweden (<http://bit.ly/2wUvfoT>)
 - Cryptocurrencies

Sustainability: Innovation, Transformation, Collaboration

Prof. Seamas Kelly - Professor of Organisation, Technology & Society, UCD

- Innovation and transformation are lionised; little critical commentary on the way we talk about tech and change
- We overemphasise the extent to which we think we can control tech outcomes – but technology is an emergent phenomenon with unintended consequences
- Need to understand the dynamics and politics of these contexts around technology

Prof. Donna Marshall, UCD & Matthew Chalkley, Supply Chain Consultant, IBM

- 15 year working relationship
- Advice for IBM on strategies, behaviours and practices to manage diverse, customised relationships in the supply chain
- Non-financial disclosure in the supply chain – understanding 2nd, 3rd, 4th tier suppliers
- Access to talent, careers fairs
- “Sometimes we get constrained by corporate thinking, we get access to that free thinking and research that we don’t get time to do” – Matthew Chalkley
- Credibility within the organisation

Roundtable discussions

Questions to discuss

- What has resonated with you? (2mins)
- Given your challenges, what are the potential opportunities?
- How would engagement with CeBaS help your business to innovate?