

TRINITY

Business School

As 2015 begins, I would like to begin by warmly acknowledging the contributions made by students, staff, alumni and friends who have continuously gone that extra mile to create a truly unique experience of business education over another remarkable year. As an integral part of the Trinity family, the Business School continues to work with colleagues in Sociology, Politics, Economics, Languages, Computer Science, Law and elsewhere to provide Ireland's premier business degrees. A few months ago, the School was ranked first in Ireland, and one of the world's top 30 Business Schools by Eduniversal, while in 2013 the Trinity MBA became a top 40 ranked global MBA in the QS Elite Global Business Schools Index.

I am delighted to share with you some of the latest stories of School life in these pages: the architectural plans for the new School building, on target to open in 2017; the fun and success of Business-related student societies, as well as the research achievements of our academic staff. In December, most of our postgraduate activity will move to a state-of-the-art facility around the corner on Pearse Street, as you can see in this image. Please drop in and visit us whenever you can, and join us on Facebook too, where you will get to hear what staff and students are up to over the coming year.



Professor Jim Quinn

Dean of Business School.



Andrew Burke, Incoming Professor of Business Studies

I am delighted to be joining the Business School at such an exciting time. Trinity is seeking to take this impressive School up to an even higher international level. The ambition is to become a top-tier international business school and Trinity has committed major investment for growth and a new School building. It is this ambition that has enticed me to come back to Ireland. When I worked at Warwick Business School and then later at Cranfield School of Management, it always struck me that Ireland should really have at least one business school of a similar international standing. I was impressed that both of these schools had acquired this status within a single generation of faculty. They achieved

this without being based in a well-known city nor part of a famous university. So we are in an excellent position to move Trinity Business School up to an even higher level. This will greatly enhance the careers of graduates, Irish business and ultimately the performance of the Irish economy. Of course, there are a lot of challenges and work ahead in order to achieve this mission.

When I was offered the Chair in Business Studies at Trinity earlier this year, I knew it was the opportunity of a lifetime. The people involved in the Business School - both staff and alumni - really impressed me with their ambitious, congenial and professional commitment to Trinity. Having taught here before I was already impressed by the calibre of the students. There is a brilliant platform from which we can grow and develop. To this end, it is crucial that we are at the cutting edge of both research and real business performance. Not many business schools manage to do both of these well but if we are to achieve the impact that we want to make on the lives of our students and business performance then this dual mission must be central. In this regard, I am impressed

by initiatives in Trinity such as Launchbox and the active entrepreneurial community among students and staff. It is also key to instill responsible social values in the future business leaders who are in our care.

I am looking forward to joining the School in the New Year. My wife and our 5-year-old daughter are all looking forward to living closer to family. We will miss friends and colleagues in the UK who for 23 years always made me us feel at home. I am indebted to former classmates from Oxford and the London School of Economics, as well as colleagues at St Andrews,



TCD Reflections: Prof William (Bill) Kingston

How did you become an academic in the Business School?

I had introduced marketing research to Ireland by establishing the Nielsen firm here, when I won an essay competition at the British Association for the Advancement of Science. This led to an opportunity to write a book, and the Business Department at Trinity College, as it then was, offered me a part-time research fellowship in 1969 to give me the facilities for this. Once in situ, they asked me to teach what became the first University course on Innovation in these islands. It went on from there: as I did more research and wrote more books, I got sucked into it - the last thing I had ever planned to do!

What are your reflections on teaching?

There is of course enormous enjoyment from contact with students, though grading of exams is misery. Since I retired, I have taught an evening class to computer scientists, which I have found to be especially rewarding. These mature students are so keen – how on earth do they juggle it with job and family?

People?

Thankfully, so many of those I worked with are still around, but of those who are not, I have particular memories of the School's founding academics, Amory Packenham-Walsh ("Packy") and Frank Drechsler, and of Charlie McCarthy, its first Professor. Geoff McKechnie was a great long-term colleague. Pat Elliott and I examined in Khartoum when we ran an external Diploma in the Sudan, which was an education in itself. And who could forget the courage of John Murray, starting to teach his last course when he knew he would not live to finish it?

Tell me about your own research

My early work on economic innovation led to intellectual property and to property rights generally, especially as these have increasingly come to reflect interests that benefit from them rather than the public good. The Business Expansion Scheme in the UK, later copied here, was a practical by-product of this work. At the micro level, I received a good deal of international funding to research IP, especially patents. A whole new area of research opened up for

me when I had the luck to discover that the antibiotics revolution actually started from a paper written by three Trinity academics, which led Alexander Fleming to penicillin. Also, I was able to get research funding to involve colleagues from Engineering and Geology in shoreline wave energy, which developed into a long term involvement with ocean energy technologies.

What about College's evolution during your time here?

I regret the growth of the College's bureaucracy at the expense of the real work of a University, which depends upon academic appointments. However, I accept that this owes much to the shift towards the dominance of government funding. This shift also made me part of the last generation of Irish academics with the freedom to be serious critics of public policies. Our successors will have to be better able to tick the boxes that reflect the preferences of the Universities' paymasters.

And your future plans?

A sequel to my *Schumpeter* and the *End of Western Capitalism* will appear next year. I want to get out a new and expanded edition of my "Interrogating Irish Policies" book before the general election, in the hope – pretty vain, I accept – of having some influence on the outcome. The ocean energy research has won a couple of useful research awards, and I expect to see it through to commercialization in either its European or US versions.

New Staff at the School

As the Business School continues to grow, we are delighted to have made some important appointments of stellar young staff. We recently asked them to tell us a little bit about themselves, what they like most about Trinity so far, and what has been the most challenging aspect of the experience!

Angela Brady

Hi, I am Angela Brady, hailing from Cabra in Dublin. I am the new undergraduate Executive Officer. My background is in physiology, and I have a PhD in Neuropharmacology.

Sarah Browne

I am Sarah Browne, and I am the new lecturer in Marketing. My background is in marketing management, and my PhD focuses on the strategies of middle managers in this area.

Sarah-Jane Cullinane

I hail from Cork, and completed my PhD in Organisational Behaviour in Dublin City University in 2013 in the area of employee well-being at work – which dealt with issues such as job design, job crafting, work engagement and burnout.

Neil Dunne

My name is Neil Dunne and I am the new teaching fellow in Accounting. I am from Portlaoise in Laois, and before joining academia, I worked as a chartered accountant in both practice and industry. I am currently undertaking doctoral research on impression management within the audit profession.

Elaine Su

My name is Elaine Su, and I come from Shenyang, in the northeast of China. I was appointed a few months ago as Student Recruitment Officer. I studied Marketing in DCU, completing a masters dissertation on my research interest: motivational factors for Chinese students to come and study in Ireland.



1 Angela Brady
2 Sarah Browne
3 Sarah-Jane Cullinane
4 Neil Dunne
5 Elaine Su

Research in the School

Ever wonder what kinds of things the School's research faculty are publishing? This infographic highlights some of our current research interests. Our teaching too seeks to nurture critical, independent and creative thinking in an environment that emphasises the importance of research. Research-led teaching is crucial to achieving our distinctive curriculum, and it reflects the strong research activity of the School. So if you are a student in the School, it's likely you will have come across some of the ideas below in class this year!



New School Building

The project for the new Trinity Business School has made great strides since I reported to you in the last newsletter. The award-winning Irish architectural practice, Scott Tallon Walker has managed a delicate balancing act, and designed a modern landmark building that will enhance the 400 year-old campus. Planned for the former Luce Hall sports facility, and overlooking the College Rugby pitch, the planned design is below and if all goes to plan, construction work will begin in Summer 2015. Trinity Business School will be co-located with a new Innovation and Entrepreneurship Hub. Modelled closely on Harvard University's Innovation Lab, the Hub is a creative space where undergraduate and graduate students from across the university can take courses, find mentors, maintain an office



and a staging place to work on their ideas and establish their fledgling businesses. Over the past year, it has been my privilege to meet with many alumni of the School and the university who have been helping with the development. From Dublin, London, New York, Philadelphia, the United Arab Emirates and further afield,

graduates have been helping to expand the network of patrons of the new School. I would like to thank all of you, and I look forward to keeping you updated on our plans. Further details can be found at www.tcd.ie/business
Prof Gerard McHugh

Fostering Innovation in Trinity Business School

Each week, our Facebook page features an interview with a former (or current!) student who is an entrepreneur. We ask them a lot of questions: what motivates them, what their favourite module was, and what they do in their spare time. Thank you to all the entrepreneurs who have talked to us to far – in industries from healthcare to education, from cinema to orthopedics, from 3D printing to combatting food waste, and from digital platforms to chemical management. Check out the TCD Business Facebook page for their interviews... and if you are an entrepreneur, we want to talk to you! We are also proud to be associated with Trinity's Launchbox – an incubator for new business ideas by students past and present. Of the ten projects this summer, four were led by innovators from the Business School. Check out our entrepreneurs on Facebook: www.facebook.com/TCDBusiness



Some of the many entrepreneurs featured on our Facebook pages

Major New Publication on Action Research Theories edited by Prof David Coghlan

Our Professor of Organisation, David Coghlan, has just edited a ground-breaking reference work on Action Research with his colleague in the University of Cincinnati, Dr Mary Brydon-Miller. So what is Action Research anyway? David himself describes it as "a discipline that integrates action and research, aiming to change organisations, unlike most research approaches which aim

to generate knowledge only". A relatively new discipline, it has roots in social psychology, and works closely with fields such as organisation studies, education, technology, nursing and social work.

David joined Trinity Business School in 1994 and taught an undergraduate course in organisation development and change for 14 years, which means he has probably taught about 900 undergraduates coming through our doors! Many recent alumni will remember his popular course, *Exploring Organisational Experiences*, designed to help final-year undergraduates question their experiences in their part-time jobs, and so develop an advanced managerial

capability. With over 100 publications, David is an internationally known expert in Action Research.



Action Research – a major new encyclopedia by Sage Publications

Business-related student societies in College

Student societies are the life-blood of the College, and business-related societies are also a vital part of daily life in the Business School. The students who run and participate in these extra-curricular activities gain enormous experience with budgets, speakers, administrative skills and volunteering. Here are some of the major societies and their work in their own words:

AIIESEC Trinity

We are the local committee of AIIESEC Ireland, which was founded in 1958. AIIESEC is an international non-governmental, not-for-profit organization that provides young people with cross-cultural global internship and volunteer opportunities and leadership development experiences on campus. We have a focus to empower young people so they can make a positive impact on society while developing skills. With over 100,000 members and over one million alumni, we are part of the largest student-run organisation in the world

The Bull

Commonly referred to simply as "The Bull", we were founded in 2011. We published The Bull – the first student-run publication in Ireland to offer high-quality reporting and analysis on business and finance related issues. It serves as a platform for us to express our views on what is happening in the world around us. The Bull has quickly become one of Trinity's leading publications and is highly regarded by both students and staff.

DUBES

The Dublin University Business and Economics Society, or DUBES (as it more commonly known around the Arts Block and further afield), was founded in 1929. Heading into its 85th Session, we are more committed than ever to organizing events such as the annual Post Budget Analysis talk, and the Trinternship competition. DUBES brings the students of Trinity together in a social capacity as well, notably during our international trip, and of course the largest black-tie society night in Europe - the institution that is the BESS Ball!



Organising committee of The Trinity Bull



AIIESEC at its Discovery Conference



The Bess Ball, 2014

Enactus TCD

Founded in Trinity in 2012, we are a community of student, academic and business leaders committed to using the power of entrepreneurial action to transform lives and shape a better, more sustainable world. Working like a social enterprise incubator, we have a number of projects in its portfolio including Ethnic Threads, which sources, markets and sells ethically-produced clothing from Africa, as well as other development projects like Change4Change and Foodbank. We have come second for the last number of years in the National Competition, and this year we've our sights set on taking the trophy home and representing Ireland in the Enactus World Cup, which involves teams from over 30 countries.

Student Managed Fund (SMF)

Founded in 2010, we manage a long-only equity portfolio that donates 10% of annual profits to the Trinity Access Programme (TAP), which assists students from underrepresented backgrounds with their tuition fees and other expenses. We exist within an innovative corporate governance structure in that our operations are overseen by an external and independent advisory board that consists of various industry professionals. It is an excellent way for Trinity students to gain a competitive advantage in the jobs market at home and abroad by gaining exposure to valuations, securities analysis and investing.



Organising members of Enactus, 2014



Trinity SMF Committee with members of the panel of the TSMF Leading Women Event

Trinity Economic Forum (TEF)

TEF was founded in 2012. Ireland's first student-led economic forum, our mission is to bring together the brightest and most ambitious students from all institutions in Ireland and facilitate discussion and engagement in economic issues. We host a national forum each February, which brings students in close contact with keynote speakers. 2014 saw Peter Antonioni explaining the economics of the TV series "The Wire", Martin Hellwig proposing radical banking reforms, and the Taoiseach giving the closing address. Each year, students are invited to submit policy proposals to a competition with the prize of an internship in the Department of Finance during the summer to enact their proposal.



At the TEF Conference, 2014

Trinity Entrepreneurial Society (TES)

We are a student-run society in TCD dedicated to fostering an entrepreneurial spirit within the university. We run many events from our TES Talks speakers series to our Enterprise Nights. We have already hosted 8 events in Michaelmas Term 2014, including having Mark Little, founder of Storyful, and Ray Nolan, founder of Hostelworld and chairman of Skyscanner, in to speak to our members. The annual TES Dragons' Den event provides an opportunity for students to showcase their entrepreneurial abilities in return for a sizeable prize fund.



Organising Committee of Trinity Entrepreneurial Society, 2014

One-to-One with Fiona Dawson (Class of 1988)



Fiona Dawson, Global President, Mars Food

What are you doing with yourself these days?

I spent the last number of years as President for Mars Chocolate in the UK, and have been recently promoted to Global President of Food and Drinks.

Why did you choose your current career?

I actually joined Mars directly from Trinity, and got the job as part of the "milk round" so was very lucky to have the security of having landed a job before I graduated. Little did I realise when I joined Mars in July 1988, that I would still be with them today!

How do you like to spend your free time?

My most important priority is my family, and I love watching my two boys play rugby on a Saturday (despite living in England for most of their lives they are avid Irish rugby fans!). I am also involved in a number of external bodies, such as The Women's Business Council and am an economic advisor to the Department for International Development (DFID).

Are you still in touch with other alumni?

Yes indeed, Trinity has been such a powerful influence in my life, and I'm lucky to have some of my dearest friends from that period, including my husband!

What are your strongest memories of Trinity?

I absolutely loved my time at Trinity, it opened my eyes to so many new and exciting opportunities. The breadth of subjects we studied in set the groundwork for my love of running businesses, where you need to have a good grasp of different areas. Whilst I loved the course I did, I also found the social side was liberating. There is something very special about attending a university so steeped in history, located in the very heart of the city.

Have you any advice for students or fellow alumni?

Too often people stick at subjects, or in jobs that they don't have a passion for, because they feel it's the right thing to do. However I have found that if you can find something you love, and can be good at, it's a winning combination.

Trinity Business Student of the Year

2014 saw the 25th annual Business Student of the Year award. The award, which is presented by the Provost to the most notable student in the Senior Sophister cohort, is a highlight of our School's social calendar. Candidates are assessed on five criteria: academic performance in all four years, sporting or cultural achievements, contributions to College life, contribution to the wider community, and evidence of application of business principles. We recently caught up with Jill Pierse, a BBS student who won the award last year, to find out what she is up to...

What was it like to be a business student in Trinity?

Studying business was a brilliant experience that opened up many doors. I think we are lucky to be studying business at a time where there's such huge change in the field and society's perception of what business does and should do is evolving. This I found the most interesting part, and I think having studied it we've been given a great opportunity and indeed responsibility to help shape the future of business. A hugely important thing is the friendships I made at Trinity that I've no doubt will stay with me.

What did you get up to after you won the award?

This summer I focused on my most recent project, BoPeeps, and got it moving with help from the Trinity Launchbox entrepreneur incubation programme. In August I was lucky enough to travel to South America! It was a great opportunity to reflect on the great four years I had spent at Trinity.

What are you going to do now?

Now I've just started a role at Google, which I love. I'm keeping my toe in the pond of the start-up world with BoPeeps. This week I have a pitch in the regional round of Ireland's Best Young Entrepreneur competition, which will afford us some funding to start prototyping and testing our product properly. What I really want to do is to gain as much experience as I can in my current role, and continue doing things that I enjoy.



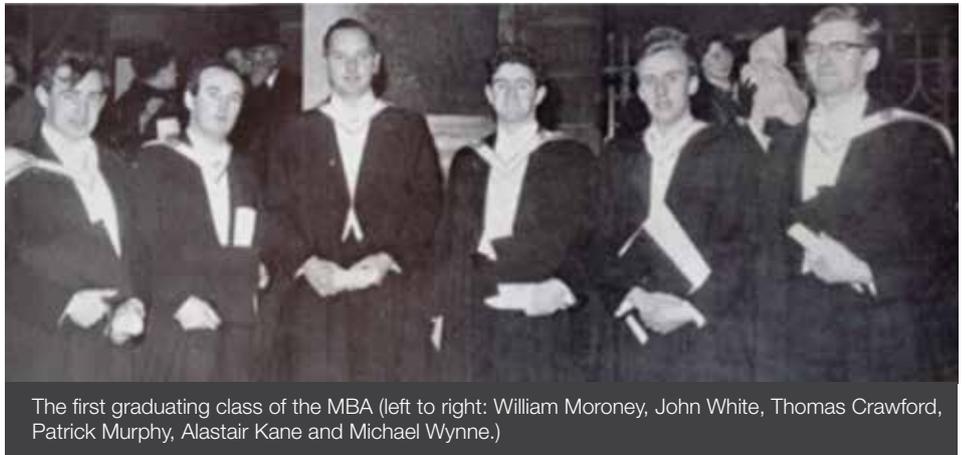
Jill, centre, with finalists of Business Student of the year. From left: Bank of Ireland (Trinity Branch), CEO Bank of Ireland, Alan Duffy, head of Trinity Business Alumni, and Vice-Provost Prof Linda Hogan.

Trinity MBA: One of the oldest in the world

In 2013 the Trinity MBA celebrated its 50th year, making it one of the oldest MBAs in the world. The degree – originally titled the Magister in Studis Administratibus (MSA) – has been conferred to graduates of over 30 nations, who work in everything from actuary to zoology today. The image below is the first cohort to be conferred. At the time, the MBA did not have specific subjects, but themes. Its pioneering first theme was ‘The marketing approach to productive activity’, and was co-led by Roger Flynn, a visiting professor from

Columbia University. While the curriculum has evolved over the years, including the introduction of our innovative in-company project work, many of the core values remain, including the internationalism of our cohorts, the strong sense of community in

the Business School, and the leadership and professional development focus of the MBA. And now it's possible for those working full-time to do the MBA on a part-time basis. For more information see www.tcd.ie/business/mba



The first graduating class of the MBA (left to right: William Moroney, John White, Thomas Crawford, Patrick Murphy, Alastair Kane and Michael Wynne.)

Stay In Touch

Get connected with Front Gate Online. Update your details, search and contact fellow alumni, register for events, join the career network and other groups, all in one place!
Register today!
www.tcd.ie/alumni/frontgateonline

Get Involved

Trinity has a long tradition of outreach and community engagement. To find out about the numerous ways you can get involved with Trinity both at home and abroad, see www.tcd.ie/alumni/volunteer

Join the Trinity Business Alumni

The TBA is a global association of graduates who are engaged in business.

Sign up to today to start enjoying the many benefits of free membership.

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