Trinity College Dublin
Coláiste na Tríonóide, Baile Átha Cliath
The University of Dublin

Trinity Business School
Transforming Business for Good

Trinity Business School

Research Impact Report

2026

AACSB ACCREDITED | ASSOCIATION OF MBAS ACCREDITED | EQUIS ACCREDITED





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Foreword



"The future value of business research will be defined by its relevance and impact: its capacity to deepen understanding, improve decisions and help organisations and societies to address consequential problems."

Professor Laurent Muzellec

Dean, Trinity Business School

The future value of business research will be defined by its relevance and impact: its capacity to deepen understanding, improve decisions and help organisations and societies to address consequential problems. These are fundamental expectations of a business school committed to serving the world around it. At Trinity Business School, these standards give substance to our mission of "Transforming Business for Good".

This report provides compelling examples of that commitment in action. It shows researchers working alongside businesses, public bodies, healthcare professionals and communities to understand difficult problems and develop responses grounded in evidence. I am proud of the intellectual ambition, collaborative spirit and sense of responsibility demonstrated throughout these pages.

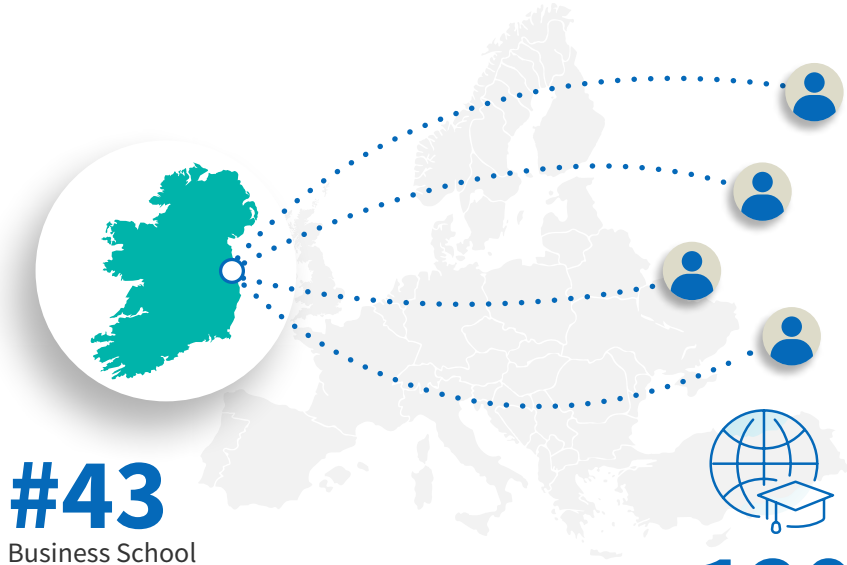
The achievements are tangible: supporting livelihoods through marketing education, helping Dublin City Council adopt responsible AI, and informing organisational approaches to skills development. Our research is also contributing to emergency management in Australia and forestry policy discussions in Ireland.

The interdisciplinary initiatives are equally encouraging. PUreTex connects textile recycling with viable circular business models; the Business and Nature Hub brings ecology into business decisions; and MAMMI and the Workplace examines parenthood, health and working life. Together, they demonstrate the contribution of business research to translating knowledge into meaningful change.

Impact also requires independence and critical inquiry. Our responsibility includes questioning established practices, examining commercial harms and bringing overlooked experiences into public debate. Meaningful contributions can emerge over many years, through fundamental scholarship as well as direct collaboration. We should support that breadth while becoming more demanding about how we explain and evidence the difference our research makes.

I congratulate the researchers, doctoral students, professional colleagues and partners whose work is presented here, and thank everyone who has brought this report together. It offers a persuasive account of our contribution and a clear direction for our future ambitions. The relevance and impact of our research will define the value we create and the confidence placed in us by students, partners and society.

Trinity Business School at a Glance



#43
Business School in Europe
Financial Times 2025

120
International exchange options

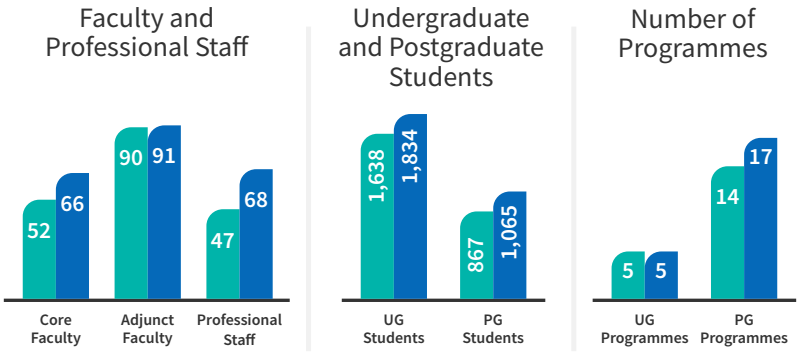
- **AACSB**, **AMBA** and **EQUIS** Accredited
- Only Irish member of the **Council on Business & Society**
- Member of the **30% Club** and **UN PRME**
- **Athena SWAN Bronze** Award

91%
of faculty published in ABS 3, 4 & 4* journals in the last 5 years

1925
Year in which the School was founded



Trinity Business School



2024-25 **2025-26**

Revenue

2024-25: **€36,2m**

2025-26: **€36,4m**



Research at Trinity Business School

Introducing the Trinity Business School 2026 Research Impact Report

Trinity Business School has introduced an annual award to recognise excellence in research impact. Research impact refers to the broader, long-term positive effects that research has on society, organisations, and education. The awards recognise three types of impact:

- **Social:** benefiting groups such as public policymakers, professional associations, consumers, community groups and non-profit organisations
- **Managerial:** improving business practices, organisational decision making, governance, and employee wellbeing
- **Teaching:** enhancing the effectiveness of business education through research

Part 1 of this report provides an overview of the winners of the 2026 impact awards. Collectively, they show how research excellence and research impact go hand in hand.

One challenge for any research project seeking to make a real-world impact is that so many business and social problems today transcend traditional disciplinary boundaries. Research impact means tackling disciplinary silos and going beyond the narrow framing of research problems.

With this in mind, Part 2 of the 2026 report features inter- and transdisciplinary projects currently being pursued by Trinity Business School researchers together with their PhD students, postdoctoral researchers, and research partners in other disciplines.

These projects involve Business School researchers collaborating with colleagues from diverse disciplines like ecology, engineering, sociology, philosophy, nursing and midwifery and history. They focus on addressing urgent social problems such as the effective financing of nature restoration, improved support for mothers in the workplace, rising rates of obesity and the Irish housing crisis.

Professors Annika Mies and Sourav Sengupta, Trinity Business School researchers, reflect on their experiences:

"Grand challenges demand collective effort. No single research community can address them alone, from engineering and influencing behaviour to repurposing and scaling solutions. Inter- and transdisciplinary research is therefore essential to tackling today's pressing sustainability challenges."



Catherine Welch

Director of Research, Trinity Business School

Trinity Centre for Digital Business and Analytics

Trinity Centre for Digital Business and Analytics (CDBA) supports the creation and dissemination of knowledge in all areas of business (e.g. strategy governance, marketing, human resources), revolutionised by digital technologies, data and AI. This is done by conducting specific research projects, securing funding, organising seminars and helping in the publication and dissemination of books.



The Centre sits at the heart of the digital capital of Europe in Dublin, home of the European headquarters of Airbnb, Meta, Google, LinkedIn, and Twitter, among many others. CDBA supports and participates in this ecosystem by working closely with its industry partners.

CDBA also benefits from the expertise and collaboration with existing academic centres of excellence at Trinity College Dublin such as the **ADAPT Centre**, and has established international partnerships with research centres at other leading universities such as the **Center for Digital Innovation** at Georgia State University in USA, the **Groningen Digital Business Centre** at University of Groningen in the Netherlands, the **Research Centre on Big Data** at ESCP Europe in France, and the **Research Center for Artificial Intelligence and Management** at Tsinghua University in China.

The Centre's work with Microsoft has created a series of reports on the state of AI in Ireland. This year, the CDBA published a report titled ***The AI Economy in Ireland 2025: Trends, Impact & Opportunity***, which examined the impact of AI on Ireland's GDP.

Other major projects of CDBA include:

- Future technology lab initiative with NewsCorp group and ADAPT centre
- GenAI Lab initiative for Dublin City Council that won the AI in Governance Award 2025

CDBA works closely with Trinity Executive Education to offer an array of customised training courses to executives wanting to upskill in AI-led transformation.

Trinity Centre for Social Innovation



Trinity Centre for Social Innovation (CSI) is a transdisciplinary unit that supports Trinity Business School in its mission to Transform Business For Good through value creation focused on society, environment, and economy. CSI's mission is to make a positive impact on society and the environment through engagement, research, innovation, teaching and the development of theory and practice in management. Working in partnership is core to the CSI operation model.

The current research portfolio encompasses six key areas:

1. Working with Nature
2. Social Entrepreneurship, Enterprise, Innovation / Responsible Leadership, Management, and Organisation
3. Philanthropy, Nonprofit Management, and Governance
4. Corporate Governance and Business Ethics
5. Complex Systems, Systems Change, and Public Value Creation
6. Business and Human Rights

CSI is a principal investigator in a global research project Collective Action and Collaborative Governance in Crisis Situations: The Case of the Australian 'Black Summer' Bushfires 2019-2020. This is generously funded by the Australian Research Council and will run 2021-2026. More details **here**.

As part of the 'Working with Nature' priority area, CSI has partnered on eight EU-funded projects for transition to a nature-positive economy and has coordinated three of those. More details **here**.

In February 2025, the Irish Seaweed Association was launched with the collaboration of the Centre for Social Innovation at Trinity Business School and Trinity's School of Natural Sciences. The Association emerged as a spin-out from the EU Horizon-funded **C-FAARER project**, building on its research outcomes and collaborative networks. **Find out more**.

Trinity AI XR Hub

The Trinity AI XR Hub at Trinity College Dublin is a pioneering initiative exploring how artificial intelligence and extended reality can shape the future of business in positive and responsible ways. Rooted in Trinity Business School's Transforming Business for Good strategy, it serves as a platform for interdisciplinary research, immersive learning, and real-world experimentation focused on ethical and impactful innovation. By bringing together researchers, students, industry, and policymakers, the Hub fosters collaboration to develop inclusive, sustainable, and human-centred solutions for the digital economy.

Equipped with advanced XR hardware, AI tools, and analytics platforms, the Hub supports cutting-edge research, innovative teaching, and industry collaboration. Its mission is to enhance learning, prepare students for the future of work, and contribute to Ireland's upskilling talent agenda. With ambitions to become a centre of excellence nationally and internationally, the Hub positions Trinity at the forefront of digital transformation, anchored in purpose, grounded in ethics, and driven by impact.



Trinity Corporate Governance Lab



The Trinity Corporate Governance Lab (CGL) delivers innovative and collaborative projects in the areas of corporate governance and business ethics. The knowledge partners of the Lab are FTI Consulting and Mason Hayes Curran.

With a focus on the 'G' of ESG, the Lab undertakes cutting-edge interdisciplinary and practitioner-oriented research, engagement, and innovation projects alongside industry, policymakers, and researchers.

The formal launch of the Lab took place on 4 December 2023, when Dr Stephen Davis, Senior Fellow at the Harvard Law School Program on Corporate Governance, delivered a keynote address on "Global Trends in Corporate Governance".

CGL researchers and collaborators are actively working in several key governance and ethics-related domains:

- Governance-Related AI Disclosure
- The Early History of Corporate Governance in Ireland
- Deliberative Democracy for Corporate Sustainability
- Corporate Moral Progress
- Socially Acceptable and Fair AI

In November 2024, CGL, in collaboration with FTI Consulting, published a report entitled **Decoding AI Disclosure: How Europe's Largest Companies Report on Artificial Intelligence**. An updated **report** was published in November 2025, and the 2026 report will be launched in October 2026.

The Lab has collaborated with Trinity Executive Education in the development and delivery of an intensive two-day programme aimed at existing and aspiring board directors.

The Lab explores relationships with industry through its "Executive-in-Residence" programme and also collaborates with visiting PhD students. More information is available **here**.



PART 1:
Research Impact Award Winners



Ronika Chakrabarti

Project title: *Sustainable Marketing that Builds Livelihoods in Subsistence Communities*



Problem addressed by the research

There are many communities around the world whose members live in a subsistence economy, producing what they consume. It is often assumed that these communities do not need business and marketing knowledge because they do not set up businesses or are not involved in exchange. But in fact, entrepreneurship does take place in these communities, including by women. This leads to the question: how can marketing concepts and practices be adapted to such settings to improve the survival rates of these enterprises?

Project description

The research team, comprising Professors Chakrabarti and Ronald Duncan, developed a framework for viable business models in these low-resource environments. The framework addresses the domains that their research found to be essential: 1) digital learning tools, 2) resource-efficient practices, 3) context-sensitive delivery, and 4) trust-based, culturally embedded engagement.

NGO and community partners helped to shape the research questions and test the four domains against what was actually happening on the ground, instead of receiving a framework designed in isolation. This process of moving constantly between academic and community knowledge makes the framework context-sensitive rather than imposed from outside.



Ronika Chakrabarti

Project title: *Sustainable Marketing that Builds Livelihoods in Subsistence Communities*

Project outcomes so far

Working with social enterprises in subsistence communities (Neurofinanzes in Mexico; Maasai Women in Tanzania), the research team has applied the framework to train female business owners. Co-designing and co-delivering the training programmes with social enterprises made academic and practitioner knowledge equal partners in producing genuinely usable outcomes.

In Mexico, the training programme has reached 4,558 participants across 11 states to date, exceeding targets. Assessments show sustained improvements in financial literacy, marketplace decision-making, entrepreneurial activity, and the self-confidence of participants. The team is now working to apply the same framework to Tanzania, in a culturally sensitive and evidence-based way.

"What excites me most as a researcher on this project is showing how the provision of marketing knowledge can support inclusive, culturally grounded, and sustainable livelihood creation."

Professor Ronika Chakrabarti, Trinity Business School

"Ronika Chakrabarti's work demonstrates a pathway from understanding low resource and vulnerable communities to working alongside them, translating technology, economic opportunity, environmental resilience, and cultural preservation into practical principles capable of producing meaningful and sustainable impact."

Professor Ronald Duncan, University of Illinois

FOR MORE INFORMATION

Chakrabarti, R. (2021). Why Art Matters: Artistic Consumer-Entrepreneurship in Subsistence Marketplaces, *Journal of Consumer Affairs*, vol. 55 (1), pages 134-150, https://doi.org/10.1111/joca.12345



David Collings

Project title:

A Skills-Based Approach for the Emerging World of Work

Problem addressed by the research

The research set out to explore whether traditional models of HR are fit for purpose for the emerging context of work – characterised by high levels of external uncertainty and increased changes in skills demand.

Project description

The research developed frameworks for skills-based approaches that aid organisations in responding more dynamically to the staffing challenges they currently face. The primary study was commissioned by Skillnet Ireland and Scale Ireland and builds on Professor Collings's earlier work on job deconstruction and skills-based talent management. The impact emerges from this body of work collectively.

Skills-first HR is an approach to enabling an organisation's strategy, positioning skills at the centre of HR strategy. It offers a more agile approach to matching worker skills with available and potential opportunities. Skills-first HR values skills over education and experience, while data and technology enable mapping of current employee skill profiles to emerging skill demands.

The primary project involved 38 in-depth semi-structured interviews with learning and development (L&D) professionals, HR leaders and business leaders in 24 organisations globally. This was supplemented by an online study of 151 HR and L&D professionals.

Project outcomes so far

Skills-based HR has been adopted by several organisations in sectors including insurance, energy, and healthcare. It has been cited in policy reports by the OECD, and the United Nations International Organisation for Migration.

On the basis of this work, Professor Collings and colleagues were commissioned by Scale Ireland to prepare a white paper which was presented to the Enterprise Digital Advisory Forum (EDAF) chaired by Minister Niamh Smyth. This paper has informed national digital skills policy and the work has received coverage by domestic and international media.

"I am re-reading your excellent Skills paper and I am reminded of the importance of data architecture, and your points on HR structure across Centres of Excellence vs silos. If you were ever in doubt, your work is actively being used to guide our work".

Executive VP Human Resources, Global Energy Company

FOR MORE INFORMATION

Skillnet Ireland Report:
https://www.skillnetireland.ie/uploads/attachments/LD-Skillnet-Skills-First-An-emerging-approach-to-managing-human-resources-for-the-new-world-of-work.pdf



Matthew J. Cull

Project title: *Caring for Everyone: Effective and Inclusive Communication in Perinatal Care*

Problem addressed by the research

Cisgender women, transgender men and non-binary pregnant people all access perinatal care, need support with infant feeding, and take parental leave. Whilst many healthcare organisations aim to provide care for everyone who might access perinatal care, this is obstructed by inadequate and marginalising language and practice in healthcare contexts. Such language often deters people from accessing the care they need.

Project description

This project provides the tools for healthcare practitioners to better care for LGBT+ people who might need access to perinatal care. The team built on their previous work in feminist philosophy, ethics, and philosophy of language to develop a 'toolbox' approach to inclusive language. The research demonstrated that by using a variety of linguistic forms, we can ensure that inclusion, accuracy and communicative success are achieved in communications around perinatal care. The research team then developed training material that has been the basis for workshops and consultancy for a variety of groups.

Project outcomes so far

The research team's workshops have benefitted medical professionals working for the NHS, with attendees from (for instance) Gloucester and Southampton NHS Trusts. Attendees said that they learned a lot and integrated the training into their patient-facing care and communications, hence benefitting patients. Other beneficiaries include local governments and NGOs. Consultancy work has involved reviewing materials provided by organisations and companies hoping to make their language and practices more inclusive.

The project was given the award for Outstanding Research on Infant Feeding by the Yorkshire and Humber Infant Feeding Awards, citing the project's impact on infant feeding practice in the area.

"Overall, the team provided a lot of very useful input, help and suggestions, almost all of which were taken up. We believe these changes will make our practice more accessible, inclusive and welcoming to trans and non-binary people and to people with different family arrangements."

Health Equity Specialist Midwife, Leeds Teaching Hospitals NHS Trust

For more information

A short and accessible introduction can be found here: **https://theconversation.com/how-inclusive-language-can-help-to-reduce-birth-trauma-226197**
Resources from the project, including a short film and a pamphlet, available here: **https://engagedphilosophy.org/inclusive/#Jump-to-Resources**



Graham Dwyer

Project title: *Learning to Learn from Climate Hazard Events*

Problem addressed by the research

Scientists link higher temperatures, stronger winds, and drier conditions to climate change, increasing the frequency and severity of natural hazards such as earthquakes, floods, droughts, and wildfires. These events challenge emergency management professionals. Even prepared organisations struggle when unfamiliar conditions arise.

Project description

This project provides emergency management professionals with a framework for utilising lessons from past events when preparing for future natural hazards. By doing so, the project seeks to ameliorate and even prevent harmful damages and losses in the future that have affected communities in the past. To achieve this, the project engaged a multidisciplinary research team from emergency management, non-profit management, public policy, strategy, and history.

Project outcomes so far

Engaging with emergency management organisations across private, public, and nonprofit sectors, the research team has developed a framework that is being used by managers and policy makers who must develop new organisational initiatives to plan for, respond to, and recover from significant natural hazard events based on post-incident review recommendations.

As the lead investigator on the project, Professor Dwyer facilitated collaboration among the partners and collected comprehensive data and subsequent analyses. Research findings were translated into a new model for conducting a post-natural-hazard review in Victoria, Australia, and is being amended for inclusion in the Irish Framework for Emergency Management. This fresh approach to undertaking post-incident reviews provides an alternative to expensive, litigious tribunals of inquiry when seeking to learn from climate hazard events.

"... if time dims our memory, we risk repeating the mistakes of the past..."

Source: Final Report Summary, 2009 Victorian Bushfires Royal Commission

FOR MORE INFORMATION
https://pursuit.unimelb.edu.au/articles/what-174-years-of-bushfire-records-teach-us-about-emergency-management?in_c=articlelistingbloc



Ashish Kumar Jha

Project title: *Establishing a GenAI Lab with Dublin City Council*

Problem addressed by the research

Public sector bodies face the challenge of how to obtain efficiency gains from GenAI. This is becoming more challenging as stakeholders expect efficiency gains, but the underlying infrastructure and business processes are often not ready for complex AI implementations. The problem is socio-technical, in that technical aspects must be considered alongside organisational readiness, human barriers and resistance to change.

Project description

Professor Jha collaborated with ADAPT, the Research Ireland Centre for AI-Driven Digital Content Technology, who have co-funded this project, along with Dr. Rob Ross from TU Dublin. The research team worked with Dublin City Council to establish the GenAI Lab that develops novel systems and methods for GenAI adoption. As the principal investigator on the project, Professor Jha aided in the creation of the innovation council in Dublin City Council and the GenAI lab leading this exercise.

Main research initiatives

First, the research team examined the council to identify how business processes could be optimised through the use and deployment of GenAI. The business processes had to be redesigned and change management aspects needed to be identified.

The second initiative was the creation of novel GenAI applications. While publicly available GenAI tools may be appropriate for the day-to-day work of individuals, complex business processes need niche solutions that are designed for specific tasks.



Ashish Kumar Jha

Project title: *Establishing a GenAI Lab with Dublin City Council*

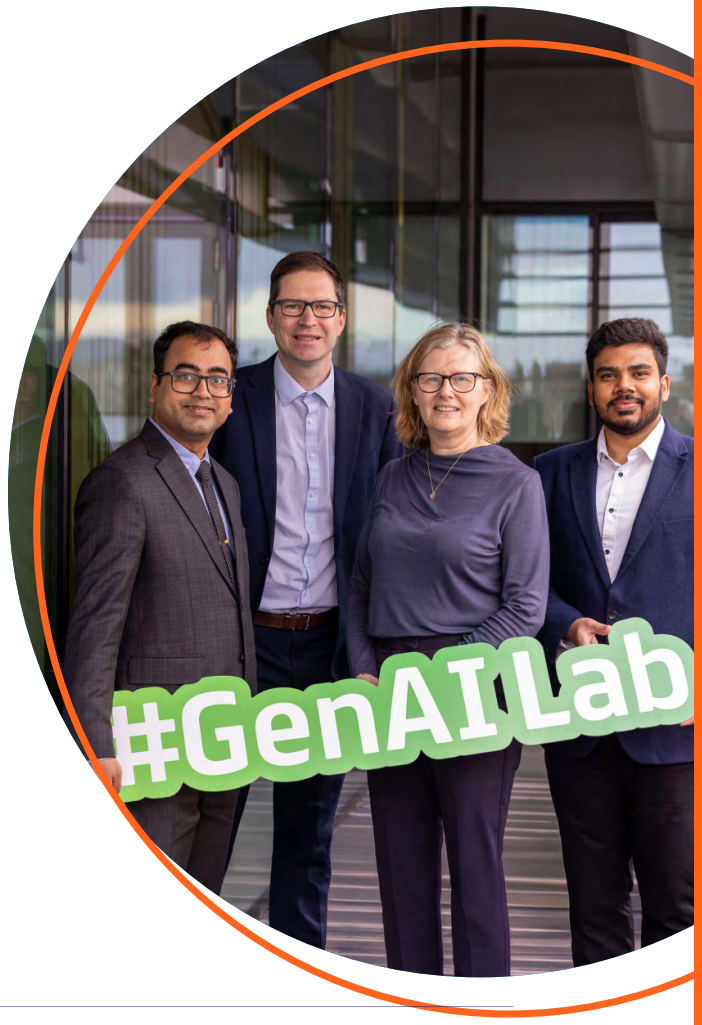
Project outcomes so far

This project has been running since 2024 and has been nominated for several awards for its impact on Dublin city. The first project initiative resulted in researchers identifying 33 use cases for GenAI in the city. The researchers reduced barriers to the adoption of GenAI products by providing training to over 200 staff of the City Council and co-creating GenAI usage guidelines that cater to the Council's unique needs.

As a result of the second initiative, numerous novel AI agents were created and tested for Dublin City Council. The team designed agents that could solve specific tasks in a council setting, e.g. reading an architectural drawing to identify building plans and their fit to the regulations. This has enabled council workers to work more efficiently and minimise time spent on paperwork.

"This is not about flashy tech for its own sake. It's about responsible AI done for the public, by trusted partners, and integrated into the everyday workings of the city. The Lab's focus on proof, procurement, training and scale means that when solutions come into use, they are ready, reliable and beneficial, not experimental burdens."

Smart Dublin Project team



For more information

https://smartdublin.ie/irelands-first-gen-ai-lab-for-local-government-established/
https://www.adaptcentre.ie/news-and-events/adapt-and-dublin-city-councils-genai-lab-shortlisted-in-digital-transformation-awards-2025/
https://www.businesspost.ie/news/ai-to-streamline-planning-applications-under-local-government-gen-ai-lab-proposal/



Martha O’Hagan-Luff

Project title: *Why Farmers Are Not Planting Trees in Ireland*

Problem addressed by the research

This research investigates why tree planting consistently falls below its annual target in Ireland, despite seemingly generous financial incentives.

Project description:

This research is part of the FOREST project, a multidisciplinary collaboration between Trinity’s School of Natural Sciences and Trinity Business School that examines both the ecological outcomes of woodland creation and the economic decisions farmers face when considering planting trees. Interviews were conducted with farmers to ascertain why planting rates are persistently low.

Professor O’Hagan-Luff and PhD student Laqiqige Zhu found that farmers’ decisions to delay planting is a highly rational decision given the associated policy and financial risk, the longer-term commitment of planting (which is only financially viable in the short term), and the inflexibility of converting land into forestry due to the legally binding land conversion rules. Many farmers would like to plant trees but currently face a financial penalty and higher risk by doing so.

Project outcomes so far

The research team presented their findings to the Department of Agriculture, Food and the Marine (DAFM) in March 2026. They received very positive feedback that their findings will be used to inform the new forestry policy. The research team will continue to promote its findings to influence policy, which can help Ireland to meet targets as required by the Nature Restoration Law.

“The groundbreaking research by Laqiqige Zhu and Martha O’Hagan-Luff reveals how farmers weigh and compare current and future possible land uses with planting trees in the context of deep social and cultural norms.”

Dermot McNally, host of Forestry Now podcast



For more information
The research was featured on the Forestry Now podcast **https://forestrynow.eu/**

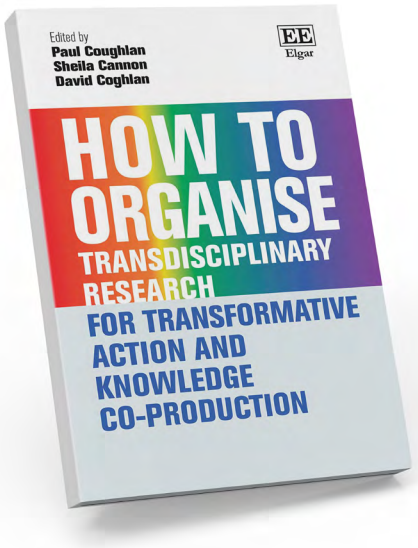


PART 2:

Inter- and Transdisciplinary Research

Deepening engagement: from interdisciplinary to transdisciplinary research

Paul Coughlan, Sheila Cannon and David Coghlan of Trinity Business School have edited the volume How to Organise Transdisciplinary Research for Transformative Action and Knowledge Co- Production (Edward Elgar, 2026).



The volume begins with core chapters on the relevance and nature of transdisciplinarity and its methodologies. It then presents eight transdisciplinary research initiatives, including projects based at Trinity Business School, written by the researchers who undertook them. The initiatives address complex questions and challenges spanning different disciplines and national boundaries. The objective is to demonstrate how such research can be conducted in such diverse contexts.

Interdisciplinary research seeks to bridge two or more disciplines. Transdisciplinary research goes further. It is a collaborative mode of knowledge production, with the purpose of addressing societal challenges. It too includes the different disciplinary competencies and skills required to address challenges from necessarily different perspectives. As well as integrating knowledge across disciplines, it also concerns what lies between disciplines and the practical knowledge that goes beyond all disciplines.



Paul Coughlan



Sheila Cannon



David Coghlan

Deepening engagement: from interdisciplinary to transdisciplinary research

Advice on how to do transdisciplinary research

"Knowing what you don't know! There is no need for everyone to know everything, so stick to what you know and what you can bring to the project. You need to be really open to learning from each other and enjoy the new learning from a new area! Also, different disciplines can have very different languages, and this can be a challenge as well as fun. Again, being open to learning and finding a common language really helps."

Professors Catherine Farrell and Martha O'Hagan-Luff

"Inter- and transdisciplinary research requires us to reflect on our field-specific language, knowledge and assumptions: what may be obvious to us may not be as obvious to everyone else. But this reflection also helps us to learn and understand how different communities can connect within systemic solutions, speak a shared language, and move beyond disciplinary boundaries through continuous learning and unlearning."

Professors Annika Mies and Sourav Sengupta





Sinéad Monaghan

MAMMI and the Workplace: Enhancing Female Equity, Parental Resilience, and Maternal Health in the Workplace

The problem addressed by the research

This study aims to improve understanding of how women as mothers, together with their partners and organisations, navigate their professional role and responsibilities after having children. In particular, the researchers hope to address shortcomings in knowledge on practices, policies, and gender equity for women as mothers, men as fathers, and organisational representatives in the workplace.

Project description

The project builds on the established MAMMI (Maternal Health and Maternal Morbidity in Ireland) longitudinal study, led by Professor Déirdre Daly, Professor at the School of Nursing & Midwifery at Trinity College Dublin.

The MAMMI study is the only longitudinal study of all aspects of women's physical, mental, and sexual health after their first child in Ireland. Since commencing in 2012, the study has documented the socio-demographic characteristics, health and health problems, and work history of over 3,000 women from the early stages of their first pregnancy. Both the findings and the resources on women's health after motherhood have benefitted maternity services nationally.

The current project extends the original MAMMI project to examine how mothers and parents navigate workplace structures, organisational cultures, and career progression following parenthood. The project is funded by Research Ireland's COALESCE programme.

The inter-/transdisciplinary aspects of the research

The project highlights the growing recognition of maternal health as both a public health and workplace issue. From an organisational lens, Professor Monaghan recognises that current frameworks for how women engage in work lack a thorough understanding of biological, hormonal, and psychological influences. The research is currently working to contribute these insights to theory and practice.

Through her work with the MAMMI study and its participants, Professor Daly recognises that women experience considerable changes in their work after having children, but the way in which women negotiate and navigate this is unknown. Initial empirical findings from the MAMMI study allude to this, but greater interdisciplinary research is required in the area.



Sinéad Monaghan

MAMMI and the Workplace: Enhancing Female Equity, Parental Resilience, and Maternal Health in the Workplace

Intended project impact

This project aims to significantly improve awareness and deliver actionable outcomes for firms, families, and policy in Ireland. The researchers intend to raise awareness of the challenges, opportunities and pathways women and parents in Ireland experience in their jobs, workplace, and careers.

From the outset, this project is designed for impact. As in the original MAMMI study, the project has been co-designed with women to ensure that their voices and lived experience are central. The research team has established an advisory committee with organisational and industry stakeholders, MAMMI participants, advocacy groups, policy makers and government agencies to ensure that the nature of the project is co-designed with all key and relevant parties.

"We're thrilled to receive this award from Taighde Éireann to engage in the 10+ year follow-up of the MAMMI study. Having been co-designed with women, it highlights the areas of research that women want and need to be investigated, with a clear focus on pathways to impact."

Professor Déirdre Daly, Professor in Midwifery, Trinity College Dublin



For more information

https://www.tcd.ie/tcmcr/news/2026/mammi-and-the-workplace/
https://www.tcd.ie/nursing-midwifery/news/2026/mammi-and-the-workplace/
https://www.researchireland.ie/news/coalesce-eight-awards/
https://www.tcd.ie/business/research/the-trinity-centre-for-digital-business--analytics/our-team/simonagh/
https://www.tcd.ie/research/profiles/?profile=dalyde



Catherine Farrell and Martha O'Hagan-Luff

Business + Nature Hub

The problem addressed by the research programme

Businesses are increasingly required to account for their impact and dependence on nature, in order to fully calculate the costs associated with nature loss. It is crucially important that they are guided by those who have the expertise to do so and understand how to undertake meaningful action.

At the same time, researchers in natural sciences must appreciate the general lack of knowledge surrounding the state of nature in Ireland and globally. There is a need to communicate complex information about the natural world, to a non-specialist audience, in a way that makes sense. In tandem, there is a requirement for natural scientists to understand the context and limitations in which restoration and conservation measures can be implemented.

Examples of current research projects

1. ReFarm – this project aims to enable private sector and public sector entities to directly provide funding for farmers in Ireland to create and maintain habitats for nature on their farms. This includes investigating the needs and motivations of farmers and corporates, how ReFarm can align with and complement public sector subsidies, and how best to measure the outcomes for nature.
2. FarmCredit – this project explores insetting, whereby farmers are financially incentivised to reduce GHG emissions and restore habitats for nature through the price paid for their products. This project worked with dairy farmers who are part of the Carberry co-op.
3. NeighbourWood – this project is creating a pilot scheme where the building of highly energy-efficient houses is accompanied by the creation of a woodland for which the homeowners will contractually pay farmers to maintain in perpetuity. The research is exploring how carbon and nature credits can further support woodland creation.





Catherine Farrell and Martha O'Hagan-Luff

Business + Nature Hub

The inter-/transdisciplinary aspects of the research programme

The Hub brings together the worlds of business and nature (ecology, botany, zoology) which usually do not cross paths, yet they impact each other. Alongside collaborating on joint research projects, Business School researchers are co-developing interdisciplinary modules with colleagues from the School of Natural Sciences. For example, in the undergraduate module "The Business of Nature Positive", students work with businesses to build their understanding of the role of nature in their value chain. This gives students direct hands-on experience that they can bring into the workplace and builds capacity with the participating businesses.

Intended impact of the research

Nature has been treated as an infinite, free resource which businesses and societies have depleted and degraded, in many cases causing irreparable harm. Through teaching and research, Hub researchers demonstrate how to bring nature onto the balance sheet for businesses and governments, thereby allowing for nature restoration and protection to be integrated at the core of any business strategy or government policy.

The Hub continues to grow with Business School staff and researchers, such as Ben Lynch (Assistant Professor in Sustainable Finance) and Siobhan McQuaid (GoNaturePositive! project lead), joining forces to develop research on sustainable business models and natural capital accounting approaches.

"The business perspective allows invaluable real-world insight, particularly with respect to operationalising nature conservation and restoration on the ground, and fosters approaches to research that are not commonplace in the natural sciences. The Business and Nature Hub facilitates truly transdisciplinary conversations, education, research, innovation and action that are crucial for an ecologically, socially and economically sustainable future."

Jane Stout, Professor of Ecology, Trinity College Dublin



Annika Mies and Sourav Sengupta

PUreTex: Creating Polyurethane from Recycled Textiles

The problem addressed by the research

From the European Union's 5.8 million tonnes of post-consumer textile waste, approximately 74% ends up in landfill or is incinerated. At the same time, Ireland's insulation industry is experiencing steadily increasing demand for insulation materials that can be manufactured more sustainably.

The PUreTex project addresses these challenges by identifying the potential to transform post-consumer textiles into useful, value-added products. In particular, the project explores the conversion of textile waste into foam insulation materials for buildings, providing a more sustainable alternative while helping to divert discarded textiles from landfill and incineration.

Offering textile handlers an alternative route for managing discarded textiles is particularly relevant given that EU requirements oblige Ireland to collect textiles separately from January 2025 onwards. The resulting increase in textile waste is expected to create a greater need for dedicated sorting, processing, and disposal systems.

Project description

The PUreTex project is an initiative funded by Research Ireland, aiming to transform post-consumer polyester textiles into valuable products through innovative chemical recycling processes. These processes allow for the complete recovery of high-value molecules, producing high-yield and high-purity materials that can be used to make a wide range of products such as polyurethane-based insulation foam. The project also seeks to drive behavioural change by promoting circular textile design and encouraging more sustainable approaches to textile use.

The outcome promises a comprehensive circular solution, spanning behavioural interventions to promote design for circularity and more responsible consumer behaviour in textile waste management, through to the chemical recycling of polyester textile waste into valuable products such as insulation foams.





Annika Mies and Sourav Sengupta

PUreTex: Creating Polyurethane from Recycled Textiles

The inter-/transdisciplinary aspects of the research

The project brings together expertise across materials science, chemical recycling, civil, structural and environmental engineering, behavioural interventions, and business research:

- The materials and chemical engineering team focuses on the innovative chemical recycling processes, converting post-consumer polyester textiles into value-added products such as building insulation foams.
- Targeted behavioural interventions will be designed to shift mindsets towards the sustainable use of textiles and influence consumer purchasing and disposal choices, as well as designers' material selection.
- The civil, structural, and environmental engineering team is responsible for evaluating the resulting insulation foams, as well as conducting material flow analysis, lifecycle assessment, and circularity measurement and evaluation.
- The business research team provides the operations and supply chain expertise and will engage with key actors across the value chain to examine the social, economic, and environmental considerations required to support the scalability and long-term viability of the proposed circular solution.

"Integrating business school expertise into our science and engineering innovations ensures that we build circular supply chain strategy into our project from the start. This helps us to realise the full potential impact of the research, in viable, scalable solutions."

Aimee Byrne, Assistant Professor in Climate Adaptation Engineering



For more information

https://puretex.ie/about/
https://www.irishtimes.com/sponsored/2026/05/28/research-ireland-funds-textile-recycling-project/
https://www.researchireland.ie/news/national-challenge-fund-prize-phase/



Sarah Browne

An Interdisciplinary Deliberative Forum to Build a Policy Framework for Cooperative Housing in Ireland

The problem addressed by the research:

The persistent housing and homelessness crisis in Ireland is a direct outcome of policies that prioritise the financialisation and commodification of housing over state construction and supply of social, affordable and co-operative housing.

The implications of this crisis are many. Ireland's long-term trend in homelessness figures shows a severe overall increase, with over 17,000 individuals in homeless emergency accommodation as of **May 2026**. Lack of affordability is another consequence. In 2024, purchasing a house in Dublin required just under 10 times the median annual salary (according to the Irish Central Statistics Office **report**).

Project description

This project addresses Ireland's housing crisis by exploring cooperative housing as a democratic alternative, using an innovative Deliberative Forum method.

Based on the foundational principles of deliberative democracy, the forum methodology transforms public opinion gathering from a passive "mirror" of uninformed views into an active "filter" of reflective judgment. This method enables the research team to empirically investigate how structured learning and discussion shape attitudes towards cooperative housing models among key demographic groups locked out of the traditional housing market.





Sarah Browne

An Interdisciplinary Deliberative Forum to Build a Policy Framework for Cooperative Housing in Ireland

The inter-/transdisciplinary aspects of the research

The research team comprises Dr. Kasia Wodniak (School of Social Work and Social Policy), Dr. Anne Holohan, Dr. Waleed Serhan (School of Social Sciences and Philosophy, Sociology Department), and Dr. Sarah Browne (Trinity Business School). Each researcher brings a specialised lens to the complex problem of the housing crisis. This structure is essential for tackling a 'wicked problem' whose solutions lie beyond the scope of any single discipline, requiring a synthesis of social, political, and economic understanding.

This approach integrates social policy, sociology, and business studies to holistically analyse housing as a social good, a democratic endeavour, and an economically viable model. By fusing these perspectives, the project's goal is to generate actionable insights for creating inclusive housing policies that are simultaneously socially grounded, politically astute, and economically informed.

Expected project impact

The primary practical output will be a comprehensive Deliberative Forum Toolkit. This open-access guide will provide a step-by-step methodology for designing and implementing a deliberative forum on contentious policy issues such as housing.

A separate academic paper will be developed to analyse the pre- and post-deliberation data. This ensures the research is subjected to scholarly scrutiny and enters the academic record.

"Working within this inter-disciplinary team has solidified for me the benefits of collaborating and meeting in-person with other people, in real time. The benefits to research of experiencing raw feelings, emotions and even sometimes frustrations when you work with different people, with different ideas and perspectives, but who are as passionate and motivated about a subject as you, cannot be overstated."

Professor Sarah Browne, Trinity Business School



Norah Campbell

The Commercial Determinants of Health Lab at Trinity College

Research problem

Four industry sectors account for between 33% - 66% of annual deaths worldwide: tobacco, ultra-processed food, fossil fuel, and alcohol. Professor Norah Campbell, a specialist in critical marketing, is examining the ultra-processed food industry to map the pathways by which it can harm populations and planet. These pathways are the intersection of medicine, sociology, business and law. Her research interest is what is known as "the commercial determinants of health".

Project description and research impact

Professor Campbell and colleagues have set up a Commercial Determinants of Health Lab. They were motivated to call it a lab to emphasise the need for research outcomes to make a difference to the publics that academics serve.

For example, researchers have a forthcoming paper demonstrating how alcohol and ultra-processed food companies try to create as many celebratory days (or times of the day) as possible: World Nutella Day, Cadbury's Friendship Day, Dominos National Pizza Day etc. Together with Alcohol Action Ireland, the Climate and Health Alliance, the Irish Heart Foundation and Irish Doctors for the Environment, the researchers made a wall calendar featuring each of these marketing campaigns across all 365 days. This calendar was posted to every politician in Ireland to raise awareness of the research's main insight; each campaign claims "just a little treat", "just a little drink", but what is individually true is cumulatively undesirable.





Norah Campbell

The Commercial Determinants of Health Lab at Trinity College



The inter-/transdisciplinary aspects of the research

Studying the commercial determinants of health requires addressing problems in a more holistic way than traditional marketing research approaches. For example, marketing researchers typically do not consider addiction, but other disciplines begin with the assumption that many products are designed to be addictive. Marketing researchers use the term 'win-win', while researchers in policy studies view it as a fallacy. They feel that focusing on low-hanging fruit does not lead decision makers to bigger wins, but rather diverts resources to the small things and keeps them there.

"One of the most important and exciting areas of population health research is the consideration of problems like unhealthy dietary patterns from a critical marketing theory perspective. Critical marketing theory has provided insights around food industry lobbying against effective public health legislation, and other commercial determinants of health, that traditional biomedical disciplines have previously failed to identify in isolation."

Francis Finucane, Professor of Medicine in Galway University Hospitals



Kenneth Silver

When Philosophy Comes to the Business School

Research problem and project description

Professor Kenneth Silver is bringing interdisciplinary resources to bear to highlight how certain corporations should be perceived as distinct moral agents, that corporate moral agents occupy a distinct social position within society, and that there may be ways to morally improve corporate agents.

A key challenge is demonstrating that corporations can be distinctly responsible agents (they are not merely the employees or some legal fiction). Another challenge is in showing how the privilege of corporate agents impedes our ability to hold them responsible.

This research project is called 'Corporate Moral Progress' ('CMP'), and is funded by the European Research Council. The principal investigator for the project is Kenneth Silver. CMP has two postdocs - Matthew Cull and Cuizhu 'Dawn' Wang - and one PhD student: Sergei Levin.

The inter-/transdisciplinary aspects of the research

The nature of corporate moral agency and moral progress intersects with many different subfields of analytic philosophy in particular, requiring different forms of expertise. For example, Matthew Cull's expertise in using social philosophy to address issues around oppression is needed to profitably characterise the ways in which corporate privilege is significant in society.

The inter-/transdisciplinary aspects of the research

The most immediate outcomes of the project will involve advancing the debate around corporate agency, drawing together conversations across business ethics, social ontology, and a variety of other subfields.

The project has most natural policy implications for the criminal law sector and perceptions around corporate criminal liability. Already, some of the outputs of the project involve justifying the use of criminal law to hold corporations accountable despite the apparent collateral damage of such prosecutions.



Kenneth Silver

When Philosophy Comes to the Business School

Additional research possibilities

The intersection between philosophy and business opens up many other questions to explore. Currently, one of Professor Silver's PhD students, John Mock, is using Ludwig Wittgenstein's later philosophy to examine the gap between corporate ethical claims and lived organisational practice, treating corporate ethics as a language game and corporate agency as a form of life.

This interest grew out of his undergraduate background in philosophy, his career as a US army officer, and later as founder of a film production company. In these various roles, he saw firsthand the discrepancy in organisations' handling of the dichotomy between their words and actions. This combined interest in philosophy and business drove his belief that we need clarification around what ethical language is doing inside corporations.

"Pathbreaking work is almost necessarily interdisciplinary to some degree, being willing and competently able to learn from a different area or field and then to bring in those tools appropriately to provide a fresh way of addressing potentially stale problems."

Professor Kenneth Silver, Trinity Business School



FOR MORE INFORMATION

What Precedent Reveals About Group Agency



Danqi Zhao

One Site, Multiple Perspectives: Trinity East and Dublin's Grand Canal Docklands

Four PhD students from three schools at Trinity College Dublin are studying the built, cultural, commercial, and natural heritage of the Trinity East site and the larger Grand Canal Dock area. The project is being funded by the Trinity Research Doctorate Awards scheme.

Background

The Docklands were first conceived as a means of deriving profit from the processing of natural resources in what would become Dublin's most globalised district. They stand upon a former tidal marsh reclaimed since the 18th century. When Grand Canal Dock was created in 1796, it brought an ecosystem of malthouses, grain stores, warehouses, and factories to the dockside, and connected the seaport to the interior of the country via the Grand Canal.

The Trinity East site in the Docklands was previously the IDA Enterprise Centre (completed in 1983 and the largest development of its kind in Europe at the time). Since 1999, it has been the Trinity Technology and Enterprise Campus.

Over the past 25 years, historic local communities have seen the Docklands area transformed by developer and investor led initiatives, although continued overdevelopment has largely failed.

Research problem

The challenge now is to take a different approach to developing the Trinity East site, one that can showcase what a city might be if civic space, community flourishing, and biodiversity become central rather than supplementary concerns.

To do this, the project will approach the site as more than a collection of buildings available for green refurbishment. Development will need to take account of flood risk scenario modelling, community and worker engagement and cocreation, and a deep and complex knowledge of heritage, in order for the site to flourish.

To reimagine possibilities for developing the site, the project brings together students from the Schools of Business, Geography and History. Together, they will trace the history of the Docklands from the 17th century to the present, with the aim of informing decision-making about the future of the site and policy-making more broadly.

Multiple layers of heritage

Charlotte Fox (Geography) will reconstruct how the lower River Liffey estuary has changed since the 17th century, from an extensive tidal environment to the highly urbanised landscape of today. Using GIS and hydrodynamic modelling, she will examine how the transformation of the site altered its natural/physical processes, how the area might respond to future climate impacts, and how this history can inform climate adaptation in the Dublin Docklands.



Danqi Zhao

One Site, Multiple Perspectives: Trinity East and Dublin's Grand Canal Docklands



Méabh Scahill (History) will take up the challenge of writing a cultural history of the area, balancing the conditions of everyday life and work, from the 19th - mid-20th century. She will critically appraise how narratives of lived experience and work have been variously ignored, co-opted or integrated in pre-existing 'regenerations' of heritage sites in the Docklands.

Emily Hartless (Art and Architectural History) will explore the built heritage of Trinity East from 1980 as a valuable record of the intertwined histories of energy, power, materials and ecology, including how local agents - both human and other species - can be involved in the next chapter of the Docklands area.

Danqi Zhao (Business School) will gain more understanding of another community on the site: the high-skilled migrant employees who work in the offices of multinational subsidiaries located on the site. She will investigate the experiences of these workers, in terms of working conditions, well-being, social integration in Ireland and their relationships with local communities. In doing so, she will explore the impact of multinational investment on this area in terms of human capital. Her work will inform multinationals and policy makers as they consider the future of employment in this site and similar sites around the country.

"By learning from multiple disciplines, we can better understand our own topic. Each of us will be informed by what the other is doing: How the natural environment affects human activity on the site, and vice versa. How the nature of work has changed over time, changing Ireland along with it. How through public engagement, we can involve people today in a discussion about the future of the site, bringing multiple stakeholders into dialogue with each other.'

Charlotte Fox, Emily Hartless, Méabh Scahill, Danqi Zhao, PhD students



Professor Jenny Berrill

Building an Interdisciplinary Career

For some researchers in the Business School, interdisciplinarity has evolved from a theme of individual projects to the standout feature of their careers. This has been the experience of Professor Berrill.

Professor Berrill's specialisation in behavioural finance is inherently interdisciplinary, applying principles of behavioural psychology to finance. Rather than assuming people are rational economic agents, behavioural psychology examines additional considerations that affect decision-making and performance.

At the same time, the world of finance itself is changing. Finance scholars traditionally concentrated on studying investment patterns in the stock market, which was dominated by institutional investors. More recently, retail investors have increasingly entered the stock market, while other economic activities such as entrepreneurship are also flourishing.

As a result of the changing world of finance, the study of it also needs to change. Questions that were previously irrelevant suddenly become important, such as the role of emotions in investment behaviour. For example: how do emotions such as fear, greed and anger impact the stock market and business performance? This is where behavioural finance comes in.



Professor Jenny Berrill

Building an Interdisciplinary Career

Professor Berrill has taken on the challenge of this non-traditional approach, studying the link between mental health and economic outcomes. This has included topics such as suicide, well-being, mental health and material deprivation, focusing on both finance and entrepreneurship. Some recent projects include:

- The relationship between economic conditions and suicide: We provide initial evidence that US suicide rates are independent of both the stock market and broader economic conditions (work conducted with Rawayda Abdou, Damien Cassells and Jim Hanly)
- The social impact of business failure on the welfare of children: We provide evidence that SME failure in the UK is associated with material deprivation of the entrepreneurs' children (work conducted with Damien Cassells, Sean O'Reilly, Ade Olarewaju and Alba Rodríguez González)
- The relationship between the UK stock market and mental health: We find that the negative effects of a decreasing stock market have a stronger impact on mental health than the positive effects of an increasing one, particularly for females (work conducted with Ruben Ruf and Damien Cassells)

"Interdisciplinary research involves asking questions that haven't been asked before and forging new paths others have not taken. But in the end, this is what research is all about. It also means we can investigate some important social problems such as suicide, business failure, and discrimination, with the aim of contributing to these ongoing debates as we move towards positive solutions".

Professor Jenny Berrill, Trinity Business School

FOR MORE INFORMATION

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