



Galway - Mayo Institute of Technology



Irish Academy of Management

**12<sup>th</sup> Annual Conference**

2<sup>nd</sup> – 4<sup>th</sup> September 2009





## 12<sup>th</sup> Annual Conference 2009

### Message from the Chair of the Irish Academy of Management Conference, GMIT 2009

Dear Delegate

Welcome back to the West of Ireland and to GMIT for the 12<sup>th</sup> Annual IAM conference. We last held the conference here in 2005 and I am delighted to welcome back many participants from the 2005 conference, and also to welcome many new faces to the college. This year, despite the economic climate, we have attracted over 190 participants, many visiting Galway for the very first time. A particular feature of the conference now is the many overseas visitors who attend and who came back year after year.

The IAM conference has gone from strength to strength. Having started in 1996 in Cork, the conference has taken place all over Ireland, both North and South. As recognition of this growth, from the humble beginnings in 1996 at University College Cork, the IAM will be making a number of awards at the conference dinner.

We have endeavored to put together a programme of events that will educate and entertain. In keeping with the traditional focus of the conference, we have three main plenary sessions; the first is the keynote address given by Professor Umit Bititci, Professor of Operations Management at the University of Strathclyde; he is leading a multi institutional research project on the future business model for the SME sector in the EU; it is this research which he will speak on, particularly focusing on the needs of small businesses in the turbulent times we live in. The second plenary session will be focused on the conference theme of teaching and learning. This is the first time we have had this track and it attracted many papers; the keynote session will be given by Professor Sarah Moore, dean of teaching and learning at the University of Limerick, and Professor Jeremy Short of Texas Tech University. The final plenary session, will be given by Dr. Tony Royle of NUI-Galway on employment regulation and MNC.

The doctoral colloquium will take place on Wednesday, September 2, at NUI-G. I am delighted that Dr. David Collings and Dr. James Cunningham of CISC have taken over the running of this; their work has resulted in the attraction of some 36 doctoral students to this day long event; all told this is a very promising development and indication of the degree of post graduate work being conducted in the field of business in Ireland. The IAM very much welcomes post graduate students to the conference and encourages their full participation in discussions and presentations.

On the social side, there is much to offer; the conference kicks off with the Wednesday night reception in the new extension of GMIT. It has sweeping views of Galway Bay, and has won many architectural awards. Thursday night sees the gala dinner to be held in the fashionable Radisson Hotel in the center of Galway. Finally, there is a variety of old fashioned pubs in Galway serving excellent beer and the source of great 'craic'.

I would like to extend our thanks to Hewlett-Packard, the main sponsors of the conference. They have worked especially hard to promote the conference, both local and internationally, and have made a great contribution in extending the conference's value to the business community. We at GMIT and the IAM are very much in debt to them. A final note of thanks must be extended to all the track chairs, listed on the following page, who gave much time and effort to ensuring the success of the conference. Without their work, this conference could not be held.

I hope you enjoy your short visit to Galway, the city of the tribes.

Dr. Noel Harvey

Conference Chair, IAM Conference 2009





12<sup>th</sup> Annual Conference 2009

## Welcome to GMIT

I want to extend a warm welcome to the delegates to the 12<sup>th</sup> Annual Irish Academy of Management Conference which is being hosted here at the Galway-Mayo Institute of Technology. The theme of the conference - 'Revitalising the Field: Innovation, Rigour and Relevance' – has a particular resonance with the work of GMIT and our emphasis on the development of creative practitioners. The Academy, in choosing this word 'Academy' itself signals the high value which it attaches to creativity, to practice and to reflection. Aristotle's aphorism could stand as a mission statement for your deliberations and our objectives! "With regard to excellence, it is not enough to know; we must try to have and use it".

Hewlett-Packard has extended generous sponsorship to the conference and, as always, this assistance goes well beyond the financial. HP embodies a real sense of partnership in all its work with GMIT and I want to thank them for, once again, showing how the academy - in its widest sense - and business can work together to the mutual benefit of both.

Knowledge is not a commodity; it resides in people. Our work with our neighbour, NUI, Galway is always aimed at enhancing the experience of our students and contributing to the development of the region. In particular, I want to thank NUI-G for organizing the doctoral colloquium which has attracted over 30 PhD students.

The tourism track was first begun in GMIT in 2005 and has gone from strength to strength. Tourism is an important area of study and research here in GMIT, and for more than thirty years we have worked with Fáilte Ireland in this domain. Their continuing involvement in the conference is therefore particularly timely and welcome. We are also fortunate to be joined by Professor Tom Baum, University of Strathclyde as joint chair of the Tourism Track. Indeed, the close ties between Ireland and Scotland are also reflected in the presence of Professor Umit Bititci, also from the University of Strathclyde, who will deliver an important presentation on the future business model for the SME sector.

Is mór an chúis áthais dom fáiltiú roimh ar n-aíonna go léir atá bailithe anseo i nGaillimh. There is an Irish expression which is particularly appropriate to this conference – 'Doras Feasa Fiafraighe' - the Door to Knowledge is Questioning. I hope that many doorways open for you over the next few days.

Marion Coy

President

Galway-Mayo Institute of Technology



12<sup>th</sup> Annual Conference 2009

## CHAIRS

Conference Chair \_\_\_\_\_ Dr. Noel Harvey  
Human Resource Management \_\_\_\_\_ Dr. Christine Cross  
\_\_\_\_\_ Dr. Aurora Trif  
Tourism \_\_\_\_\_ Prof. Tom Baum  
\_\_\_\_\_ Dr Caroline McMullan  
Industrial Relations \_\_\_\_\_ Dr. Tony Royle  
\_\_\_\_\_ Jackie Sinclair  
Entrepreneurship \_\_\_\_\_ Dr. Naomi Birdthistle  
\_\_\_\_\_ Dr. Colette Henry  
Healthcare Management \_\_\_\_\_ Dr. Teresa O' Hara  
\_\_\_\_\_ Dr. Aoife McDermott  
Marketing \_\_\_\_\_ Carol Kelleher  
\_\_\_\_\_ Aileen Kennedy  
Organisational Behaviour \_\_\_\_\_ Dr. Angelos Alexopoulos  
\_\_\_\_\_ Dr. Sarah MacCurtain  
Accountancy/Finance \_\_\_\_\_ Dr Barbara Flood  
\_\_\_\_\_ Dr. Sheila O'Donohoe  
Strategic Management \_\_\_\_\_ Dr. Tom O' Toole  
\_\_\_\_\_ Dr James Cunningham  
Technology and Management \_\_\_\_\_ Prof. Louis Brennan  
\_\_\_\_\_ Dr. Paul O' Dowd  
Management Information Systems \_\_\_\_\_ Prof. Brian Donnellan  
\_\_\_\_\_ Dr. Frank Bannister  
Teaching and Learning \_\_\_\_\_ Briga Hynes  
\_\_\_\_\_ Dr. Denis Harrington  
Doctoral Colloquium \_\_\_\_\_ Dr James Cunningham  
\_\_\_\_\_ Dr. David Collings



12<sup>th</sup> Annual Conference 2009

## Conference Programme at a Glance

### **Thursday, 3<sup>rd</sup> September 2009**

0845 – 1600 Registration Desk Open .....	The Foyer
0830 – 0900 Tea/Coffee .....	The Foyer
0900 – 0920 Welcome Address (Marion Coy, President of GMIT) .....	Room 903
0920 – 1010 Plenary Session 1 .....	Room 903
<b>"Creating Sustainable Enterprises - an SME Perspective" Prof. Umit Bititci, University of Strathclyde</b>	
1010 – 1030 Tea/Coffee .....	The Foyer
1030 – 1140 Parallel Track 1 .....	page 7
1150 – 1300 Parallel Track 2 .....	page 8
1300 – 1400 Buffet Lunch .....	The Foyer
1400 – 1530 Plenary Session 2 .....	Room 903
<b>"Invigorating Teaching and Learning in Higher Education—Reflections and Responses to Enrich the Learner Experience"</b>	
<b>Prof. Sarah Moore, University of Limerick &amp; Prof. Jeremy Short, Texas Tech University</b>	
1530 – 1550 Tea/Coffee .....	The Foyer
1550 – 1700 Parallel Track 3 .....	page 10
1715 – 1745 Irish Academy of Management AGM .....	Room 1031
1930 Gala Dinner .....	The Radisson SAS Hotel

### **Friday, 4<sup>th</sup> September 2009**

0900 – 1300 Registration Desk Open .....	The Foyer
0900 – 0920 Tea/Coffee .....	The Foyer
0920 – 1040 Parallel Track 4 .....	page 11
1040 – 1050 Tea/Coffee .....	The Foyer
1050 – 1140 Plenary Session 3 .....	Room 903
<b>'Regulating Multinational Corporations in the era of 'New Capitalism': An analysis of social clauses, corporate codes and international labour standards', Dr. Tony Royle, NUI-Galway</b>	
1150 – 1300 Parallel Track 5 .....	page 13
1300 – 1400 Buffet Lunch .....	The Foyer
1400 Conference Concluded	





12<sup>th</sup> Annual Conference 2009

Thursday, 3<sup>rd</sup>. September 2009

PLENARY TRACK 1: 09:20 – 10:10

Room 903

**“Creating Sustainable Enterprises - an SME Perspective”**

Keynote Speaker: **Professor Umit Bititci**, University of Strathclyde

Chair: **Professor Hugh Scullion**, NUI-Galway





**Thursday 3rd September 2009**  
**PARALLEL TRACK 1:**  
**10:30 – 11:40**

Room 1031	Room 1032	Room 1033	Room 1034	Room 1035	Room 1036	Room 1039
<b>HRM Track Chair:</b> <b>Prof. Phil Benson</b>	<b>Marketing Track Chair:</b> <b>Aileen Kennedy</b>	<b>Industrial Relations Track Chair:</b> <b>Dr. David Collings</b>	<b>Entrepreneurship Track Chair:</b> <b>Dr. Naomi Birdthistle</b>	<b>Strategy Track Chair:</b> <b>Dr. Thomas O' Toole</b>	<b>Teaching and Learning Track Chair:</b> <b>Dr. Denis Harrington</b>	<b>Organisational Behaviour Track Chair:</b> <b>Dr Sean Hannah</b>
Challenging the assumptions surrounding the perceptual value of Investors in People  Simon Smith	The use of conjoint analysis as a knowledge management tool during the concept stage of the new product development process Amy-Jane Troy & Dr. Joe Bogue	Firms and Innovative Conflict Management Systems in Ireland  Prof. Bill Roche & Prof. Paul Teague	Campus Incubators In Ireland: An Unnatural Home For Women Entrepreneurs?  Ms Lorna Treanor	Imported Leadership: A Source of MNE Advantage?  Prof. Marta Geletkanycz	Adapting case-based teaching to large groups  Ms. Maeve McCutcheon	In The Search For Knowledge: How Subsidiary Middle Managers Locate Distributed Knowledge  Esther Tippmann Pamela Sharkey-Scott
Up-skilling the Irish Labour-Force: The Costs and Benefits  Peter Daly & Dr. Angela Wright	The interplay of design and marketing: a generic model  Ingela Lindahl & Dr. Fredrik Nordin	Emotional labour or low cost strategy? Changing employment relations in the Irish airline industry Caitriona Curley & Dr. Tony Royle	Exploring Market Orientation amongst Small Irish Seafood Exporters  Dr Natasha Evers	The Role Of The Middle Manager In The Strategy Development Process Of The Multinational Subsidiary  Mr. Donal O'Brien	More Than Just The Right Answers" – The Role of Teaching Notes in Encouraging Participant Centred Learning Conor Carroll	Understanding Silence At Work: The Development Of A Conceptual Map Of Employee Silence In Organisational Communication Finian Buckley et al
Job Design; Hr Policies and Practices in Knowledge Intensive Firms in Ireland  Dr Grainne Kelly et al	Brand Equity Surrogacy as a quasi brand extension:The sponsorship exemplar Dr. Alastair Anderson, Aaron C.T. Smith & Prof. Hans Westerbeek	Workplace Injustice In Irish Supermarkets: Mobilization Theory And Trade Union Revitalization  Mr. John Carty	Innovative Traits And Social Exclusion: Rejecting What The Organization Wants  Mr Eric Kinnamon	The Organisational Impact of Outsourcing on Multinational Businesses Operating In Ireland  Dr. Angela Wright	Get them thinking: Embedding reflective practice in executive development programmes Dr. Felicity Kelliher	Developing A Spiritually-Based Workplace Community: Exploring The Irish Connection Through The Case Of An Cosan Les Lancaster Jason Palframan
The outcomes of workplace partnership in Irish retail banking  Dr Aurora Trif	Brand precession; protobrands and brand convergence in fictional; computer-synthesized and real worlds: broadening the domain of brand application from the virtual to the HyperReal Dr. Theo Lynn & Dr. Laurent Muzellec		Perceptions of Entrepreneurial Success in Specific Cultural Contexts: A Qualitative Comparison of Guatemala; Estonia; and Saudi Arabia Dr Wes Scroggins	A Benchmark Study of Alternative Approaches to Process Innovation in ICT Multinationals  Mr. Paul O'Reilly	Work-Based Learning: Challenging Irish Third Level Education Provision  Irene Sheridan & Dr. Margaret Linehan	Voice And Silence At Work: A Conceptual Model And Development Of A Measure  Deirdre O'Shea Edel Conway Melrona Kirrane Finian Buckley
The Role of Human Resource Management Practices in Enhancing Collaboration and Knowledge Flows Across Industry-University Boundaries  Jason Flynn	There will be blood! The role of social marketing  John Healy & Maurice Murphy		Perspectives of Non-business Students in Ireland on Entrepreneurship  Ms Angela Hamouda	Strategic Role Of Technology Transfer Offices: A Stakeholder Perspective  Ms. Ciara Fitzgerald	Simulation Based Learning: Developing Technical; Cognitive and Interpersonal Skills Among Business Students Ms.Collette Kirwan & Dr Pio Fenton	Connectionist Models In Cross-Cultural Leadership Research: Theoretical Considerations, Research Design And Initial Findings From A French-German Empirical Study Annegret Jennewein
					The Importance of a Network Perspective to Team Development Teresa O'Hara	

**Thursday 3<sup>rd</sup> September 2009**

**PARALLEL TRACK 2:**

**11:50 – 13:00**

Room 903	Room 1032	Room 1033	Room 1034	Room 1035	Room 1036	Room 1039
<b>Organisational Learning Track Chair: Dr. Alma McCarthy</b>	<b>Marketing Track Chair: Carol Kelleher</b>	<b>Healthcare Management Track Chair: Dr. Aoife McDermott</b>	<b>Tourism Track Chair: Prof. Tom Baum</b>	<b>Technology and Management Track Chair: Dr. Paul O' Dowd</b>	<b>Entrepreneurship Track Chair: Dr. Josephine Igoe</b>	<b>Organisational Behaviour Track Chair: Dr Helen Stride</b>
<p>This is a Roundtable Discussion on organisational featuring Dr Grainne Kelly, DCU Dr John Cullen, NUI Maynooth Professor Tom Garavan UL, with a key note address from Professor Roy McAdam, UU.</p>	<p>Investigating the factors impacting retailers evaluations of web solution providers</p> <p>Ms. Roisin Vize, Dr. Joseph Coughlan, Dr. Fiona Ellis-Chadwick, &amp; Aileen Kennedy</p>	<p>Perceived Organisational Culture Versus Quality Focus In Irish Hospitals</p> <p>Dr. Gary Lupton</p>	<p>Diary Studies: to do or not to do?</p> <p>Margaret Mulchrone</p>	<p>Post-implementation review of an integrated RIS-PACS image management system</p> <p>Prof. John Sheil</p>	<p>An Exploration Of The Characteristics Of Entrepreneurs In High Potential Start-Up Firms</p> <p>Dr Naomi Birdthistle</p>	<p>The Formation Of Creativity Norms In Teams</p> <p>Simon Taggar Robert Ellis</p>
	<p>Co-creation of brand meaning: The effect of brand community on how consumers update their meaning of the brand</p> <p>Ms. Anne Marie Ivers &amp; Dr. Tony Foley</p>	<p>The Health Of Innovation: Why Open Business Models Can Benefit The Healthcare Sector</p> <p>Dr. Shirley Davey</p>	<p>A factor analysis on the North American coach tourist to Ireland.</p> <p>Marie Ryan Jim Deegan</p>	<p>Innovation and Alternative Propulsion in the Automotive Industry</p> <p>Prof. Tom Donnelly, Jason Begley, Clive Collins.</p>	<p>Do Campus Incubation Centres Provide A Successful Linkage Between Early-Stage Entrepreneurial Ventures And The Irish Institutes Of Technology?</p> <p>Fiona Ryan &amp; Dr Angela Wright</p>	<p>Exploring The Effects Of Conflict Towards The Dynamics Of Self-Managed Project Teams (Smpt) In Small And Medium Sized Knowledge Intensive Firms</p> <p>Zaleha Yazid</p>
	<p>Consumer behaviour in social networking sites: Implications for marketers.</p> <p>Ms. Sarah Diffley, James Kearns &amp; Prof. Peter Kawalek</p>	<p>Leveraging Leadership Opportunities in the Health Services</p> <p>Dr. Teresa O'Hara</p>	<p>The opening of the Ledra crossing in Nicosia: social and economic consequences.</p> <p>Bernard Musyck David Jacobson Stelios Orphanides</p>	<p>Introducing effective business continuity management: a guide to BS25999</p> <p>Monica Kelly, Dr Caroline McMullan</p>	<p>Sustained Business Success in SMEs: What really works?</p> <p>Dr Aylin Ates</p>	<p>Trust At Work: A Multi-Foci Approach</p> <p>Tom Redman Graham Dietz Ed Snape Wieke Van Der Borg</p>
	<p>Viral Marketing — Breaking through the 'noise and clutter': a tertiary level exploration</p> <p>Vicky O' Sullivan &amp; Dr. Angela Wright</p>	<p>The Dialogical Organisation- Fact Or Myth</p> <p>Dr. Joe MacDonagh</p>	<p>The economic effects of golf tourism: the need for a brand strategy.</p> <p>David Horrigan, Ian Jenkins Ruth Rios-Morales</p>	<p>Optimisation methods in supply chain applications: a review</p> <p>Waleed Abo-Hamad, Amr Arisha</p>	<p>The Paradoxes and Practices of Incubatio - Study A: The Life-World of The Incubator Manager</p> <p>Mr Ali-Junaid Ahmad</p>	<p>Measuring Organisational Effectiveness In Credit Unions: Finding Method In The Madness</p> <p>Olive McCarthy</p>
<p>Social marketing - can it be used to reduce binge drinking among female college students?</p> <p>Fergus Murphy &amp; Maurice Murphy</p>		<p>Towards a resource-based view of the firm perspective on enhancing customer relationships in the hotel industry.</p> <p>Richard Drohan Anthony Foley Patrick Lynch</p>	<p>Seaport Management Aspects and Perspectives: An Overview</p> <p>Amr Mahfouz, Amr Arisha</p>	<p>Business Failure from a Managerial Perspective</p> <p>Ms Sheila Walsh</p>	<p>Teaching Sustainability: A Comparative Case Study</p> <p>Robert Scully Anita Závodská Edward Scott William Jolley</p>	
			<p>Management competency needs in the Irish hotel sector: employer and graduate perspective</p> <p>Ciara Nolan et al</p>			



12<sup>th</sup> Annual Conference 2009

**Thursday, 3<sup>rd</sup> September 2009**

**PLENARY SESSION 2: 14:00 – 15:30**

**Room 903**

**“Invigorating Teaching and Learning in Higher Education - Reflections and Responses to Enrich the Learner Experience”**

**Keynote Speakers: Prof Sarah Moore, University of Limerick  
Prof Jeremy Short, Texas Tech University**

**Chair: Prof Mike Morley, Chair IAM**





Thursday, 3<sup>rd</sup> September 2009

PARALLEL TRACK 3:

15:50 – 17:00

Room 1031	Room 1032	Room 1033	Room 1034	Room 1035	Room 1036	Room 1039
<b>HRM Track Chair:</b> Dr. Aurora Triff	<b>Marketing Track Chair:</b> Dr. Joseph Coughlan	<b>Technology and Management Track Chair:</b> Dr. Deirdre Garvey	<b>Entrepreneurship Track Chair:</b> Dr. Colette Henry	<b>Strategy Track Chair:</b> TBA	<b>Accountancy and Finance Track Chair:</b> Larry Elwood	<b>Industrial Relations Track Chair:</b> Jackie Sinclair
HRM Strategies in Multi-generational workplaces  Dr. Glennis Hanley & Prof Phil Benson	Teenage Consumer Behaviour: Influencing Factors on the Purchase of Clothes  Regina Baylor & Dr. Angela Wright	Project Management in Small to Medium-sized Enterprises: adopting simplified processes  Prof. Rodney Turner, Dr Ann Ledwith, John Kelly	Fighting the Corporate Immune System: Antecedents of Subsidiary Initiative-Taking of Foreign-Owned Subsidiaries located in Ireland.  Dr Josephine Igoe	Innovative Management Models: Product-Service Systems  <i>Mrs. Aurora Dimache</i>	Agency issues in the securitisation market  Ms. Orla McCullagh	Employment Relations and Union Organization in Multinational Subsidiaries: The Case of McDonald's Japan  Dr. Tony Royle & Dr. Edson Urano
Managing Workplace Diversity: The Capabilities Approach  Tara Farrell & Prof Kathy Monks	Investigating the drivers of mobile marketing in Ireland: An industry perspective  Mona Ibrahim, Aileen Kennedy & Carol Kelleher	Management Technologies - Are they worth it? A normative study of ISO 9001 and Project Management Dr. Donncha Kavanagh, Ed Naughton, Elaine Corkery, Kathleen O'Sullivan	Shaping The New Generation Of Irish Entrepreneurs: Challenges And Barriers  Ms Maebh Coleman	Knowledge Flow In Clusters: Social Capital And The Role Of Knowledge Gatekeepers  <i>Dr. Rebecca Mitchell</i>	Domain Names: exploring valuation of intangible assets  Mr. Andrew Grice	Variations In Employment Relations Practices In The Irish And German Subsidiaries Of A Us Multinational Enterprise  Mr. Ralf Burbach
'Why don't you just get a proper job?' – Adjusting to telework through the voices of friends  Nora Koslowski	The effect of hedonic motivations, sociability and shyness on the impulsive buying tendencies of the Irish consumer  Mr. Mayank Dhaundiyal & Dr. Joseph Coughlan	Quality management in small and medium enterprises  Marcus Assarlind, Dr Ida Gremyr	On the entrepreneurship policy discourse in Ireland: Between incentives for success and remedies for failure  Mr Pdraig McCarthy	Subsidiaries; Competencies and the Implementation of Dynamic Capabilities  Mr. Marty Reilly	Level playing field or old boys network? An exploratory study of gender segregation within investment management in Ireland  Ms. Corina Sheerin	Industrial Discipline In A Non-Union Multinational Company: The Corrective Action Approach In Action  Mr. Joseph Wallace
CSI: Career Success Investigation  Sue Mulhall	A theoretical investigation into the reasons behind smoking initiation in young females  Barry Griffin & Maurice Murphy	Short interval management and the quest for process innovation: something new or déjà vu?  Gabriel J. Costello, Prof. Brian Donnellan	Toward a Model for Managing User Involvement in Predevelopment Activities  Ms Sarah Foley	Privatisation of state owned enterprises in Ireland; myth or reality?  Margaret O Sullivan & Dr. Angela Wright	principles-based regulation: the implications for financial services management in Ireland  Ms. Miriam Brosnan	Agency workers: voice; exit; and the options in between  Sophie Gamwell
The Influence of Negative Role Models on the Career Progression of Female Middle-Level Managers in Irish Organisations Dr Christine Cross & Dr Margaret Linehan		Entrepreneurship education – the role of experiential learning in meeting multiple stakeholder needs  Yvonne Costin, Briga Hynes, Naomi Birdthistle, Michele O'Dwyer			The Influence of the Newspaper Media on the Corporate Governance Practices of Irish Listed Plcs  Ms. Louise Gorman	
					Corporate Governance And The Decision To Use Derivatives: Evidence From Irish Firms Anthony Carroll, James Ryan & Karen Whelan	

**Friday, 4<sup>th</sup> September 2009**  
**PARALLEL TRACK 4:**  
**09:20– 10:40**

Room 1031	Room 1032	Room 1033	Room 1034	Room 1035	Room 1036	Room 1039
<b>HRM Track Chair: Dr Glennis Hanley</b>	<b>MIS Track Chair: Dr. Brian Donnellan</b>	<b>Industrial Relations Track Chair: Joe Wallace</b>	<b>Tourism Track Chair: Dr. Caroline McMullan</b>	<b>Strategy Track Chair: Dr. James Cunningham</b>	<b>Teaching and Learning Track Chair: Briga Hynes</b>	<b>Organisational Behaviour Track Chair: Dr. Deirdre O'Shea</b>
The Effectiveness of the Interview as a Selection Tool Within the Primary Education Sector  Clare Murray & Dr Deirdre Curran	A Comparative Study Of Knowledge Management In Software Development Companies  Mr. Paul Murphy	The unitary ideology and employer opposition to trade union recognition: a conceptual and empirical examination  Dr. Niall Cullinane	Food in Cyprus: How People in Different Households Consume Food  David Jacobson Christos Minas Darach Turley	Inward Foreign Investment And The Clustering Process: The Case Of The Medical Technology Sector In Ireland  Dr. Majella Giblin & Dr. Paul Ryan	Achieving a Europe of Knowledge: Examining the Role and Impact of the Business Discipline on Knowledge Transfer  Dr. Mary Holden	Leader Developmental Readiness: Initial Empirical Tests  Sean Hannah Bruce Avolio
Outsourcing Human Capital Emergence: How Human Resource Management Staffing Practice Influences Organizational Level Human Capital  Julie Hancock & Robert E Vickrey	Project Management in Information Systems Development  Mr. Garry Lohan	Open coordination' or 'beneficial constraint'? The reflexive governance lessons from Ireland and Denmark  Dr. Colm McLoughlin	Rural Tourism Development: Proposing an Integrated Model of Rural Stakeholder Network Relationships.  Elaine Aylward	The Strategic Capabilities of Academic Entrepreneurs <i>Mr. Damien Organ</i>	College & Community: An alternative approach to undergraduate learning  Ms. Corinne Power O'Mahony	Lessons In Leadership: Learning From The Experience Of Great Irish Leaders Patrick Flood, Rachel Kidney Aoife McDermott
Talent Management In Practice: The Case Of European Internationally Operating Businesses  Chitalu Kabwe	Technology Roadmaps – Valuable Aid or Another Dead End  Mr. James Johnston	The Impact of the Law on Workplace Employment Relations Practice  Dr. Deirdre Curran	Towards a conceptualisation of the innovativeness construct.  Margaret Walsh Patrick Lynch Denis Harrington	An Investigation Of Productivity And Competitiveness Challenges Facing European SMEs  <i>Ms. Catherine Maguire</i>	The Potential for using technology to enhance the student learning experience  Dr. Margaret Healy	Impact Of Context On Decision Making: Differences Between Public Versus Private Environments  Phil Hanlon
Discourses on the nature of Commitment; and the Psychological Contract of Nurses and Nurse Line-Managers Dr. Thomas Joseph McCabe & Prof Sally Sambrook	The Role Of Dataveillance In The Organisation: Some Emerging Trends  Ms. Cliona McParland	Employment equality law in ireland – claimants; representation and outcomes  Dr. Michelle O'Sullivan	Developing Hospitality Innovation through Supply Chain Collaboration  Darren O'Brien Anne Marie Lally	Top Management Leadership in the Turnaround Process  <i>Dr. Conor O' Kane</i>	Opimisation in Business Education- A managerial view  Dr. Catherine McGuinn	Values And Staff Commitment In UK Charities  Helen Stride Malcolm Higgs
Beyond formal network structures: An exploration of evolving learning communities in the micro-firm environment  Leana Reinl	Speed and Agility in Software Project Management: Exploring The Metaphor of Software Development as a Football Game  Dr. Michael Lang		Dynamic knowledge management capability for the small tourism firm  Catherine Gannon Patrick Lynch Denis Harrington	An Empirical Investigation into the Key Drivers of Strategic Innovation  Bryan Hannon	The Game is afoot!- the pedagogical case of teaching for understanding: Sherlock Holmes and scientific problem solving in economics  Mr. Daniel Blackshields	
			What constitutes a crisis for hotel managers in Northern Ireland? Caroline McMullan Tom Baum		Technology Ownership, Usage And Expectations Of Business School Freshmen: Evidence From An Irish University  Dr. Angelos Alexopoulos	



12<sup>th</sup> Annual Conference 2009

**Friday, 4<sup>th</sup>. September 2009**

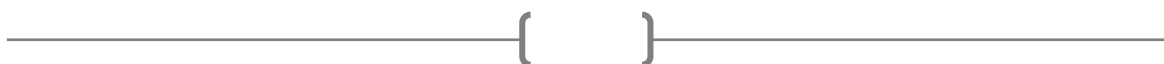
**PLENARY SESSION 3: 10:50 – 11.40**

**Room 903**

**“Regulating Multinational Corporations in the era of 'New Capitalism': An analysis of social clauses, corporate codes and international labour standards”**

Keynote Speakers: **Dr Tony Royle, NUI Galway**

Chair: **Prof Kathy Monks, DCU**



**Friday, 4 September 2009**  
**PARALLEL TRACK 5:**  
**11:50 – 13:00**

Room 1031	Room 1032	Room 1033	Room 1034	Room 1035	Room 1036	Room 1039
<b>HRM Track Chair</b> <b>Dr Alma McCarthy</b>	<b>Tecnhnology and Management Track Chair:</b> <b>Gabriel Costello</b>	<b>Healthcare Management Track Chair:</b> <b>Dr. Teresa O Hara</b>	<b>Entrepreneurship Track Chair:</b> <b>Dr. Colette Henry</b>	<b>Marketing Track Chair:</b> <b>Carol Kelleher</b>	<b>Teaching and Learning Track Chair:</b> <b>Prof. Mike Morley</b>	<b>Organisational Behaviour Track Chair:</b> <b>Dr Phil Hanlon</b>
Managing Change towards Lean Manufacturing: A Multi-National Pharmaceutical Case Study  Sarah-Jane Cullinane & Dr Margaret Hefferman	Virtual Organisations in the Knowledge-Based Economy - Current State of Art  Dr. Agnes Maciocha	Risk Assessment Model for Emergency Department in University Hospital in Dublin  Mr. Michael Thorwarth	An Investigation of International Entrepreneurship and "Born Globals"  Ms Adele Smith	Consumer ethnocentrism and conspicuous consumption of domestic and foreign consumables in a less-developed SADC Country – Mozambique Ms. Anna John & Dr. Malcolm P. Brady	The Why; What; and How of Rigorour and Relevance  Dr. Robert Galavan, Dr Denis Harrington & Dr Felicity Kelliher	Conceptualising Collaborative Processes In University Research Centres  Angelos Alexopoulos et al
Institutions; strategic choices and the diffusion of HRM practices: the case of a German bank in Poland  Ilona Hunek	The role of psychic distance in the internationalisation of technology firms  Dr. Deirdre Garvey, Dr Louis Brennan	Clinical Directorates: Why Bother?  Dr. Aoife McDermott	Do Gay Entrepreneurs Differ?  Ms Etain Kidney	New measures of reputation - An application of signalling theory  Ms. Fiona Ross	Entrepreneurship education – The role of experiential practice based programmes in meeting multiple stakeholder needs  <i>Yvonne Costin</i>	Graduate Research Education Programmes As An Opportunity For Managerial Self-Regulatory Development In Doctoral Education John Brogan Finian Buckley
An Examination of Gender Difference in Experiences of PE Fit Within the Kaleidoscope Career Model  Jennifer Hennessy & Prof Thomas Garavan	Comparing European, US, and Asian plants on green manufacturing practices  Dr. Brian P. Niehoff	Revitalisation; Rigour And Relevance: The Citizen-Client And Planning In The Health Services  Dr. Vivienne Byers	From Becoming to (Not) Being: A Qualitative Study of Entrepreneurial Capital Development by Nascent Immigrant Entrepreneurs  Ms Lucia Walsh	Life in the fast lane! Contributory factors to young male driver deaths and injuries  Brian Harman & Maurice Murphy	For the Greater good: How civic engagement in service learning makes for better students; better partnerships and better business education  Dr. Christine Domegan	Millenials In The Workplace: Work Design, Careers Attitudes And Satisfaction  Sinéad Monaghan Deirdre O'shea Sarah Kieran
When Does a Worker Become 'Older'? An Exploratory Study and Future Research Directions  Jean McCarthy, Dr Noreen Heraty & Dr Christine Cross	Transforming the Software Business – The Characteristics of SaaS in Changing Business Landscapes  Anwesh Adhikari, Dr Pio Fenton	Enabling RFID Technology In Irish Hospitals  Mr. Khaled Ismail	Insomnia: A Case Study In Modern Irish Entrepreneurship  Ms Aileen Murphy & Tom Garavan	The ballad of Jena Malone & me: exploring a consumer's fan relationship with an admired movie actress brand Mr. Markus Wohlfeil & Dr. Susan Whelan	Exploring the Relationship Between Teaching and Research Roles in Higher Education: Empirical Evidence from Cork Institute of Technology Dolores Geary & Dr. Margaret Linehan	Does Size Matter? Culture Change In Small And Large Social Enterprises  Carolynne Kelly Lesley Ann Kerins
Managing in the talent economy: sport as a model for business  Kieron Conroy	The development of a knowlegde assessment framework for use in high technology industries in Ireland Jamie O'Brien & Dr. Fergal McGrath			Integrating narrative analysis into netblographic consumer research  Carol Kelleher & Anu Helkkula	Exploring Criticality in Management Education  Judith Breen	
An Investigation of Line Management Perspectives as Managers and as Employees Geraldine Grady & Dr. Alma McCarthy					An Exploration of Current and Past Research Strategies in South African Management Journals Rene Pellissier	

## List of Delegates

Mr.	Waleed	Abo-hamad	Dublin Institute of Technology
Mrs.	Roberta	Aguzzoli	University College Dublin
Mr.	Ali-junaid	Ahmad	Dublin City University
Dr.	Angelos	Alexopoulos	Dublin City University
Dr.	Alastair	Anderson	La Trobe University
Dr.	Amr	Arisha	Dublin Institute of Technology
Mr.	Marcus	Assarlind	Chalmers University of Technology
Ms.	Elaine	Aylward	Waterford Institute of Technology
Prof.	Thomas	Baum	University of Strathclyde
Ms.	Regina	Baylor	Cork Institute of Technology
Dr.	Jason	Begley	Coventry University
Dr.	Philip	Benson	New Mexico State University
Dr.	Naomi	Birdthistle	University of Limerick
Prof.	Umit	Bititci	University of Strathclyde
Mr.	Daniel	Blackshields	University College Cork
Ms.	Judith	Breen	Waterford Institute of Technology
Mr.	John	Brogan	Dublin City University
Ms.	Miriam	Brosnan	University of Limerick
Mr.	Ralf	Burbach	Institute of Technology Carlow
Dr.	Vivienne	Byers	Dublin Institute of Technology
Mr.	Conor	Carroll	University of Limerick
Mr.	John	Carty	NUI-Galway
Ms.	Maébh	Coleman	NUI-Galway
Dr.	David	Collings	NUI-Galway
Mr.	Kieran	Conroy	NUI-Galway
Mr.	Gabriel J.	Costello	Galway-Mayo Institute of Technology
Dr.	Joseph	Coughlan	Dublin Institute of Technology

**12<sup>th</sup> Annual Conference 2009**

Dr.	Niall	Cullinane	Queen's University Belfast
Ms.	Sarah-Jane	Cullinane	Dublin City University
Dr.	James	Cunningham	NUI-Galway
Ms.	Caitriona	Curley	NUI-Galway
Dr.	Deirdre	Curran	NUI-Galway
Mr.	Peter	Daly	Cork Institute of Technology
Dr.	Shirley	Davey	University of Ulster
Mr.	Mayank	Dhaundiyal	Dublin Institute of Technology
Mrs.	Aurora	Dimache	Galway-Mayo Institute of Technology
Dr.	Christine	Domegan	NUI-Galway
Prof.	Tom	Donnelly	Coventry University
Mr.	Richard	Drohan	Waterford Institute of Technology
Dr.	Tony	Dundon	NUI-Galway
Dr.	Robert	Ellis	University of Northern British Columbia
Dr.	Natasha	Evers	NUI-Galway
Ms.	Tara	Farrell	Dublin City University
Ms.	Ciara	Fitzgerald	NUI-Galway
Prof.	Patrick	Flood	Dublin City University
Mr.	Jason	Flynn	Dublin City University
Ms.	Sarah	Foley	Waterford Institute of Technology
Dr.	Robert	Galavan	NUI-Maynooth
Ms.	Catherine	Gannon	Waterford Institute of Technology
Dr.	Deirdre	Garvey	Galway-Mayo Institute of Technology
Prof.	Marta	Geletkanycz	Boston College
Mr.	Will	Geoghegan	NUI-Galway
Ms.	Louise	Gorman	Dublin City University
Mrs.	Geraldine	Grady	NUI-Galway
Mr.	Andrew	Grice	University of Central Lancashire

**12<sup>th</sup> Annual Conference 2009**

Mr.	Barry	Griffin	Cork Institute of Technology
Mrs.	Angela	Hamouda	Dundalk Institute of Technology
Mrs.	Julie	Hancock	University of Memphis
Dr.	Glennis	Hanley	Monash University
Dr.	Phil	Hanlon	Dublin Institute of Technology
Dr.	Sean	Hannah	West Point - United States Military Academy
Mr.	Bryan	Hannon	NUI-Galway
Dr.	Denis	Harrington	Waterford Institute of Technology
Miss	Deirdre	Harrington	Waterford Institute of Technology
Dr.	Noel	Harvey	Galway-Mayo Institute of Technology
Mr.	John	Healy	Cork Institute of Technology
Dr.	Margaret	Healy	University College Cork
Ms.	Jennifer	Hennessy	Waterford Institute of Technology
Dr.	Colette	Henry	Dundalk Institute of Technology
Prof.	Malcolm	Higgs	Southampton University
Dr.	David	Horrigan	Glion Institute of Higher Education
Ms.	Ilona	Hunek	University College Dublin
Ms.	Ilona	Hunek	University College Dublin
Ms.	Briga	Hynes	University of Limerick
Ms.	Mona	Ibrahim	Dublin Institute of Technology
Ms.	Josephine	Igoe	NUI-Galway
Mr.	Khaled	Ismail	Dublin Institute of Technology
Ms.	Anne marie	Ivers	Waterford Institute of Technology
Prof.	David	Jacobson	Dublin City University
Ms.	Annegret	Jennewein	Dublin City University
Ms.	Anna	John	Dublin City University
Miss	Chitalu	Kabwe	University of Central Lancashire
Dr.	Donncha	Kavanagh	University College Cork

**12<sup>th</sup> Annual Conference 2009**

Mr.	James	Kearns	Letterkenny Institute of Technology
Ms.	Carol	Kelleher	University College Cork
Dr.	FeliCity	Kelliher	Waterford Institute of Technology
Dr.	Gráinne	Kelly	Dublin City University
Ms.	Monica	Kelly	Dublin City University
Ms.	Aileen	Kennedy	Dublin Institute of Technology
Miss	Lesley Ann	Kerins	University of the West of Scotland
Ms.	Rachel	Kidney	Dublin City University
Ms.	Etain	Kidney	Dublin Institute of Technology
Mr.	Eric	Kinnamon	University of memphis
Ms.	Nora	Koslowski	University College Cork
Prof.	Thomas	Lawton	Cranfield University
Mrs.	Ingela	Lindahl	Linköping University
Dr.	Margaret	Linehan	Cork Institute of Technology
Mr.	Garry	Lohan	NUI-Galway
Dr.	Gary	Lupton	NUI-Galway
Dr.	Theo	Lynn	Dublin City University
Dr.	Joe	MacDonagh	Institute of Technology Tallaght
Dr.	Agnes	Maclocha	Dublin Institute of Technology
Miss	Catherine	Maguire	University of Strathclyde
Mr.	Amr	Mahfouz	Dublin Institute of Technology
Ms.	Maureen	Maloney	NUI-Galway
Dr.	Ruth	Mattimoe	Dublin City University
Dr.	Thomas	McCabe	National College of Ireland
Dr.	Alma	McCarthy	NUI-Galway
Ms.	Jean	McCarthy	University of Limerick
Mr.	Padraig	McCarthy	Waterford Institute of Technology
Dr.	Olive	McCarthy	University College Cork

**12<sup>th</sup> Annual Conference 2009**

Dr.	Aoife	McDermott	Dublin City University
Dr.	Catherine	McGuinn	Institute of Technology Sligo
Dr.	Colm	McLaughlin	University College Dublin
Dr.	Caroline	McMullan	Dublin City University
Ms.	Cliona	McParland	Dublin City University
Mr.	Christos	Minas	Frederick University Cyprus
Dr.	Rebecca	Mitchell	University of Newcastle (Australia)
Ms.	Sinead	Mitchell	Galway-Mayo Institute of Technology
Miss	Sinéad	Monaghan	University of Limerick
Prof.	Michael	Morley	University of Limerick
Ms.	Margaret	Mulchrone	Galway-Mayo Institute of Technology
Ms.	Sue	Mulhall	Dublin Institute of Technology
Ms.	Caroline	Murphy	University of Limerick
Mr.	Maurice	Murphy	Cork Institute of Technology
Mr.	Paul	Murphy	NUI-Galway
Ms.	Aileen	Murphy	Waterford Institute of Technology
Mr.	Fergus	Murphy	Cork Institute of Technology
Ms.	Clare	Murray	NUI-Galway
Ms.	Maeve	Nccutcheon	University College Cork
Dr.	Brian	Niehoff	Kansas State University
Ms.	Ciara	Nolan	Dublin City University
Dr.	Fredrik	Nordin	Linkoping University
Miss	Margaret	O'Sullivan	Cork Institute of Techology
Mr.	Darren	O'Brien	Waterford Institute of Technology
Mr.	Donal	O'Brien	Dublin Institute of Technology
Mr.	Jamie	O'Brien	University of Limerick
Dr.	Paul	O'Dowd	Galway-Mayo Institute of Technology
Dr.	Teresa	O'Hara	O'Hara Consulting
Mr.	Colm	O'Heocha	NUI-Galway

**12<sup>th</sup> Annual Conference 2009**

Miss	Jamie	O'Keeffe	University of Limerick
Mr.	Damien	Organ	NUI-Galway
Dr.	Deirdre	O'Shea	University of Limerick
Miss	Vicky	O'Sullivan	Cork Institute of Technology
Dr.	Michelle	O'Sullivan	University of Limerick
Dr.	Thomas	O'Toole	Waterford Institute of Technology
Mr.	Jason	Palframan	Athlone Institute of Technology
Prof.	René	Pellissier	University of South Africa
Ms.	Veronica	Perdisatt	Cork Institute of Technology
Mr.	Jamie	Power	Waterford Institute of Technology
Ms.	Corinne	Power O'Mahony	Waterford Institute of Technology
Dr.	Mary	Quinn	NUI-Galway
Dr.	Jim	Quinn	Trinity College Dublin
Prof.	Tom	Redman	Durham University
Mr.	Marty	Reilly	Dublin Institute of Technology
Miss	Leana	Reinl	Waterford Institute of Technology
Prof.	Bill	Roche	University College Dublin
Ms.	Fiona	Ross	University College Dublin
Dr.	Tony	Royle	NUI-Galway
Dr.	Paul	Ryan	NUI-Galway
Ms.	Marie	Ryan	University of Limerick
Mr.	James	Ryan	University of Limerick
Ms.	Fiona	Ryan	Cork Institute of Technology
Mr.	Patrick	Scanlon	Institute of Technology sligo
Dr.	Wesley	Scroggins	Missouri State University
Prof.	Hugh	Scullion	NUI-Galway
Dr.	Robert	Scully	Barry University
Miss	Corina	Sheerin	National College of Ireland

**12<sup>th</sup> Annual Conference 2009**

Prof.	John	Sheil	NUI-Galway
Ms.	Irene	Sheridan	Cork Institute of Technology
Prof.	Jeremy	Short	Texas Tech University
Ms.	Jacqueline	Sinclair	University College Dublin
Mr.	Simon	Smith	University of Central Lancashire
Ms.	Adele	Smith	NUI-Galway
Dr.	Helen	Stride	Henley Business School, University of Reading
Prof.	Paul	Teague	Queen's University Belfast
Mr.	Michael	Thorwarth	Dublin Institute of Technology
Miss	Esther	Tippmann	Dublin Institute of Technology
Ms.	Lorna	Treanor	Dundalk Institute of Technology
Dr.	Aurora	Trif	Dublin City University
Ms.	Amy-Jane	Troy	University College Cork
Prof.	Rodney	Turner	University of Limerick
Dr.	Edson	Urano	Sophia University
Ms.	Roisin	Vize	Dublin Institute of Technology
Mr.	Joseph	Wallace	University of Limerick
Miss	Sheila	Walsh	NUI-Galway
Mrs.	Lucia	Walsh	Dublin Institute of Technology
Ms.	Margaret	Walsh	Waterford Institute of Technology
Dr.	Mary	Williams Prendergast	Dublin Institute of Technology
Mr.	Markus	Wohlfeil	University College Cork
Dr.	Angela	Wright	Cork Institute of Technology
Ms.	Zaleha	Yazid	University of Strathclyde



12<sup>th</sup> Annual Conference 2009

## General Information Regarding Facilities & Logistics

### Location

With the exception of the Conference Dinner, which takes place in the Radisson Hotel ([www.radison.com](http://www.radison.com)), all Conference activities take place in the main campus of the Galway-Mayo Institute of Technology ([www.gmit.ie](http://www.gmit.ie)). The doctoral colloquium will take place at CISC, NUI-Galway ([www.cisc.ie](http://www.cisc.ie)).

GMIT is one of 14 institutes of technology, and comprises of five campuses.

The main campus of GMIT is on the Dublin Road, on the south side of Galway. This is where the conference is being held. GMIT's other campus in Galway is in Cluain Mhuire which is about one mile away towards the City. NUI-Galway is about 3 miles away, West of the River Corrib which divides the City of Galway in two. To get to NUI-Galway you must cross the City (about 50 minutes walk) or take a taxi.

Galway City Centre is a comfortable 30 to 40 minute walk from the college. The Radisson hotel is located very close to Eyre Square, the centre of Galway City. There is also a regular bus service to and from the City centre to the college. There are also free taxi phones within the college.

All conference presentations take place in the new wing of GMIT on two levels in a variety of modern lecture halls. The old part of the college, about 200m walk along a corridor. However, there is construction work ongoing on the corridor so all conference activity, including lunch, will be in the new building.

### Food and Such Matters

Coffee is available three times a day: first from 0845 to 9000 prior to the conference starting, and again at mid morning and mid afternoon. It is served in the Foyer of the new building. However there are coffee machines on each level of the new building, and coffee is available to purchase in the restaurant in the old building.



## 12<sup>th</sup> Annual Conference 2009

Lunch is served on both days (Thursday and Friday) in the Foyer of the new building; this will be a buffet lunch. You will need to wear your conference badge and present your meal voucher to receive lunch.

The conference dinner, as noted, is in the Radisson Hotel located in the centre of Galway and starts at 1930 sharp with a pre-dinner reception. Dress is smart casual. You can take a bus just outside the college on the Dublin Road; if you opt to walk, allow about 40 minutes, heading West towards the City.

### Registration Desk

The registration desk is located in the foyer of the new building and is manned at all times.

### Car Parking

There is car parking readily available on campus. There is no cost for this. For the duration of the conference, there are no restrictions on college parking, so ignore the clamping signs (these come into effect when students return in the second week of September). There is parking available in the Radisson Hotel at a cost.

### Welcome Reception and Registration

A Welcome Reception will take place in foyer of the new building on Wednesday, 2<sup>nd</sup>. September, from 18:30 to 20:00. Registration will also take place at the same time.

All registration fees and other charges must be paid in full in order to register. If you have not paid, you can pay by credit card (VISA or Mastercard) on the website or by cheque at the registration desk.

At Registration, you will receive your Conference Bag containing your Conference Badge, Conference Handbook, CD of Conference Papers, lunch and dinner vouchers, and other relevant information. Please wear your Conference Badge at all times during the Conference.



## 12<sup>th</sup> Annual Conference 2009

### Conference Programme

The Welcome Reception is on Wednesday night starting at 1830 in the Foyer of the new building; wine and light refreshments, as well as hor d'oeuvres, will be served.

The Conference proper starts at 0900 on Thursday, 3<sup>rd</sup> September, in GMIT with the welcome address by Professor Mike Morley, the chair of the IAM, and Ms. Marion Coy, the President of GMIT.

The Conference features 5 Parallel Sessions, and three Plenary Sessions.

In each Parallel Session, 10 minutes will be allocated for presentation and 5 minutes for discussion of each paper. At the end of five presentations, there should be enough time for 10 minutes of discussion on the set of papers presented in the Session.

### Presenters' Information

All presentations take place in modern lectures room with full presentation technology, including built in desktop computers. Presenters should be prepared to make their presentations using either Microsoft Powerpoint or overhead transparencies. Presenters using PowerPoint should ensure that their presentations are uploaded onto the computer in advance of the start of their session, using a USB memory stick. A Conference Assistant will be on hand to assist in this process. Presenters must ensure that their presentation is uploaded at least 15 minutes prior to the start of each session. For example, please upload during the break, 0845-0900 for the 0930 Parallel Session 1. Please note that presenters must use the computer provided in the room.

### Catering

Tea, coffee and water will be served during the breaks on Thursday and Friday, 3-4 September, as indicated on the Conference Programme, in the foyer of the New Building. Lunch will be also served in the college's on both days in the Foyer. We have opted for a buffet lunch since there is construction work being done on the corridor.



## 12<sup>th</sup> Annual Conference 2009

The Conference Dinner takes place on Thursday, 3<sup>rd</sup> September, at 1930 in the Radisson Hotel. Dress is Smart Casual. If you plan to bring a guest to the Gala Dinner and have not yet reserved a place, you can book another place at the Registration desk.

### **Tourist Matters**

There is a regional tourism office on Forster Street which is very helpful. Visitors may be interested in visiting the Aran Islands, or Connemara.

