



Irish International Business and Management Conference 2024

The UN's Sustainable Development Goals: The Role of International Business and Management Research

MAYNOOTH

21st
June
2024



Program

Registration & Breakfast
Room: TSI028, Tea and Coffee

9:30 – 10:00 AM

Opening Addresses

- **Dr Farhad Ahmed, Conference Chair**, Maynooth University
- **Prof Joseph Coughlan**, Head of Business School, Maynooth University
- **Dr Marian Crowley-Henry**, Director of Research, School of Business

10:00 AM – 10:30 AM

Inauguration and Keynote Speech

- **Professor Jeremy Clegg**, University of Leeds

10:30 AM – 10:50 AM

Plenary Session Location: TSI028

Moderators: Dr Julius Nnyawung and Dr Valentina Paolucci

- **Prof Mohammad Faisal Ahammed** (University of Leeds) – **Challenges – The Role of Multinational Corporations**
- **Prof Catherine Welch** (Trinity College Dublin) – **The Grand Challenges to IB Scholarship: How Can We Move Beyond Normal Science?**
- **Dr Elizabeth Wang** (University of Leeds) – **The Green Agenda and How to Deliver It**

10:50–11:10 AM

11:10–11:30 AM

11:30–11:50 AM

Lunch Break Location: Phoenix Boardroom

12:00 PM – 1:00 PM

Parallel Sessions

Track

Paper

Authors & Affiliations

Time & Room

Emerging Markets Multinationals, Firm Internationalization, International Entrepreneurship: Born Globals International New Ventures

- Drivers of Degree of Professional Services Firms Internationalisation in Ireland and China
- The Internationalization Of Emerging Market Location-Intensive Service SMES: Legitimacy Motives and The Born-Again Local Path
- The impact of accelerator programmes on the internationalisation of born-digital start-ups

- **Saifallah Benjread, Yanyi Wang, Otman Elafi** – Technological University Dublin & South East Technological University
- **Mahmoud Khalik & Jose Godinez** – University of St Andrews & University of Massachusetts Lowell
- **Shaghayegh Sakhteh & Majella Giblin** – J.E. Cairnes School of Business and Economics, University of Galway

13:00– 14:00 PM
Room: TSI 036

International Management and Cross-cultural Studies; Global Operations and Strategy of MNCs, Merger & Acquisitions

- *Time Management at the Intersection of Catastrophe and Challenges: An International Management and Cross-Cultural Perspective*
- *The dual challenge of resource wealth and UN SDGs: a comparative study of Kazakhstan and the UK*
- *The Construction of Organisational Identity: An Exploration of the Nested Identity of MNE Subsidiaries*
- *Rationality versus Reality: the process of deviating away from the intended and unfolding the realized post-acquisition innovation goal*

- **Thilde Peterson** – Toulouse School of Management
- **Liliya Mergaliyeva** – University of Reading
- **James Redmond & Pamela Sharkey Scott** – South East Technological University & Dublin City University
- **Nour Ghaddar** – Toulouse School of Management

13:00 – 14:20 PM
Room: TSI 043

Global Value Chain; Sustainability, and Corporate Social Responsibility; Big Data, and Analytics; Artificial Intelligence; Marketing

- *Enhancing Global Competence and AI Literacy in Business Students through Authentic Assessment using UN SDG Data*
- *Industry 4.0 enabled Circular Economy for Sustainable Supply Chain Performance: Empirical Evidence from Manufacturing Firms*
- *Green Hydrogen Supply Chains Network Design for Energy-Intensive Sectors: A Literature Review and Gap Analysis*
- *Is the Semiconductor Industry an Oligopoly?: Focus on Major Sub-Industries*

- **Michael Lang** – University of Galway
- **Tomas Kenny** – Atlantic Technological University
- **Amirreza Gharibi; Amir Hossein Azadnia; Joseph Coughlan & Navid Sahebjamnia** – Maynooth University and Brunel University London
- **Sanzhar Mergaliyev** – University of Loughborough

14:20 – 15:40 PM
Room TSI 036

Human Resources Management; Equity, Diversity & Inclusion, and other research areas

- *Navigating Hybrid Workplaces: The Experiences of Deaf Employees and the Role of Digital Tools*
- *An Assessment of Academic Teaching Career Pathways*
- *Contemporary academic publishing: A genealogical critical realist account*

- **Skylar Hoban** – Maynooth University Ireland
- **Sean Raftery** – Maynooth University Ireland
- **David Kreps, Jamie Wheaton & Ann O'Brien** – J.E. Cairnes School of Business and Economics, University of Galway, and School of Geographical Sciences, University of Bristol

14:20 – 15:20 PM
Room TSI 043

Closing

**Q&A for Keynote Speakers on Publishing in Top-tier Journals
Best Paper Awards and Concluding Remarks**

Moderator: Dr Adeniyi Olarewaju & Olusegun Agbabiaka

15:20–16:00 PM
Room TSI 028