

College of Business & Law

SUSTAINABILITY SHOWCASE 2024

PROGRAMME

7 June 2024, 9.00 am-3.40 pm
Western Gateway Building

09.00-09.30		REGISTRATION & COFFEE – ATRIUM GROUND FLOOR	
09.30-09.45	Opening Remarks Prof. John Cryan (UCC Vice President for Research & Innovation) Prof. Brian Ó Gallachóir (UCC Associate Vice-President of Sustainability/Director of ERI & Director of MaREI) Prof. Anthony McDonnell (Interim Dean: CUBS) Dr. Fidelma White (Deputy Dean: School of Law)	Venue: Room G05	
09.45-11.00	Plenary Presentations Dr. Noreen Byrne (CUBS, Food Business and Development): New Sustainability Research at the Centre for Co-operative Studies (N. Byrne; O. McCarthy; S. Marwood). Prof. Owen McIntyre (School of Law): Exploring “Convergence” in International Law: A means of transmitting sustainability values (O. McIntyre). Dr. Bernadette Power (CUBS, Economics): Community owned/co-owned wind farms: Examining the extent and the determinants of citizens’ willingness to participate under different types of arrangements (B. Power; G. Sirr; G. Ryan; J. Eakins; E. O’Connor).	Venue: Room G05	
11.00-11.30		COFFEE BREAK – ATRIUM GROUND FLOOR	
11.30-13.00		PARALLEL SESSIONS 1 & 2	
	Parallel Session 1 Economic and Environmental Sustainability Room G05	Parallel Session 2 Technological Innovation for Sustainability and Energy Systems Room G01	
11.30-11.40	A happy home? Socio-economic inequalities in depressive symptoms and the role of housing quality in nine European Countries (B. McElroy (CUBS, Economics); E. Walsh (CUBS, Economics))	Digital sustainability for energy-efficient behaviours: A user representation and Touchpoint Model (S. McCarthy (CUBS, Business Information Systems); T. Ertiö (Turku School of Economics, Finland); W. Rowan (CUBS, Business Information Systems), C. Fitzgerald (University of Helsinki); N. Karma (University of Helsinki))	
11.40-11.50	The empty nest & other determinants of individual life satisfaction among parents over 60 in Ireland (A. Murphy (CUBS, Economics); E. Walsh (CUBS Economics))	Technological innovation for sustainability in financial services (H. Xiong (CUBS, Business Information Systems))	
11.50-12.00	A cost-effectiveness analysis of a community-based wheelchair skills training intervention for individuals with neuro-physical disabilities (Á.J. Gorman (CUBS, Economics); A. Kirby (CUBS, Economics); P. Cleary (CUBS, Accounting and Finance); M. O’Connor (CUBS, Economics); A. Murphy (CUBS, Economics))	Evaluating the impacts of milking management technologies on the social and environmental sustainability of Irish dairy farms (P.P. Molina (CUBS, Food Business and Development); T. Hennessy (CUBS, Food Business and Development); E. Dillon (Teagasc Athery Rural Economy & Development Centre); S. Onakuse, (CUBS, Food Business and Development); L. Shaloo (Teagasc Moorepark Animal and Grassland Research and Innovation Centre))	
12.00-12.10	Emissions from air travel and major football tournaments (C. McCarthy (CUBS, Economics); T. Bradfield (CUBS, Economics); D. Butler (CUBS, Economics); R. Butler (CUBS Economics))	Optimising dairy farm planning: Balancing profitability and sustainability through a mathematical model on Cplex (M. Cantillon (CUBS, Food Business and Development); D. O’Brien (Teagasc - Johnstown), T. Hennessy (CUBS, Food Business and Development); A. Tarim (Hacettepe University, Turkey))	
12.10-12.20	The evolution of efficiency of US and EU carbon markets (F. O’Connor (CUBS Economics); H. Farrell (CUBS Economics); H.M. Usman Rana (Birmingham City University); E. McLaughlin (Herio-Watt University))	Localising the SDGs. A spatial analysis of rural and urban areas of Ireland (L. Olmedo (CUBS, Food Business and Development); M. O’Shaughnessy (CUBS, Food Business and Development); P. Holloway (CUBS, Geography Department))	

12.20-12.30	Legacy motivations and CSR outcomes: The impact of family and firm motivations on corporate social responsibility in family firms (L. Murphy (CUBS, Management and Marketing); S. O'Callaghan (CUBS, Accounting and Finance), D. Alton (CUBS, Marketing and Management))	Sparks of change: What determines the actions taken to reduce energy use (J. Eakins (CUBS, Economics))
12.30-12.40	Economic modelling to support sustainable food systems (T. Hennessy (CUBS, Food Business and Development))	Mechanisms to promote household investment in wind energy: a national experimental survey (J. Le Maitre (CUBS, PhD student); G. Ryan (CUBS, Accounting and Finance); B. Power (CUBS, Economics), G. Sirr (CUBS, Economics))
12.40-12.50	A substitute or not a substitute, that is the question: NoLo vs alcoholic beer around the world (F. O'Connor (CUBS, Economics); N. Waehning (University of York))	Promoting citizen engagement in sustainable energy transition through co-creation (W. Rowan (CUBS, Business Information Systems); S. McCarthy (CUBS, Business Information Systems); S. Mebrahtu (Made-Design Innovation Services, Belgium); T. Ertio (Turku School of Economics, Finland); A. Dimova (Applied Research and Communication Fund, Bulgaria); D. Asenova (Pensoft Publishers, Bulgaria); N. Moraitis (REINVEST, Greece); A. Revez (MaREI))
12.50-13.00		Energy Poverty in EU: Using regional climatic conditions and incidence of energy costs to map areas of risks for 214 NUTS 2 Regions (V. Andreoni (CUBS, Economics))
13.00-14.00	LUNCH – ATRIUM GROUND FLOOR	
14.00-15.00	PARALLEL SESSIONS 3 & 4	
	Parallel Session 3 Social Sustainability, Law and Sustainable Consumption Room G05	Parallel Session 4 Sustainable Business Practices Room G01
14.00-14.10	Navigating emergent regulations on ESG and their impact on the Global South: from research to pedagogy (F. Amao (School of Law))	Reimagining sustainable livelihoods: The role of local micro-food enterprises in the meat and dairy sectors (R. Connolly (CUBS, Food Business and Development); L. Repar (CUBS, Food Business and Development); J. Bogue (CUBS, Food Business and Development))
14.10-14.20	Youth Climate Justice: Children as leaders in the face of a global emergency (F. Paz Landeira (School of Law))	Does environmental and business performance impact green patenting? Evidence from the UK (M. del Pilar Cespedes (CUBS, Economics); B. Power (CUBS, Economics); G. Ryan (CUBS, Accounting and Finance); E. Doyle (CUBS, Economics))
14.20-14.30	Freedom of association, pluralism, and democratic resilience (M. Cahill (School of Law); C. Ruggeri (School of Law))	Risk management and resilience in the twilight zone: A field study of company judgement to the threat of a hard Brexit (M. Carr (CUBS, Accounting and Finance); P. Dirks (Faculty of Business and Economics, University of Groningen))
14.30-14.40	Exploring the potential of the social economy to meet the care needs of Europe's ageing population (C. Power (CUBS, Food Business and Development))	How CEO intrapersonal experiential diversity affect corporate social responsibility? (J. Xie (CUBS, Management and Marketing); T. Jain (CUBS, Management and Marketing))
14.40-14.50	Sustainable healthy dietary recommendations: Consumers' dilemmas and behavioural challenges (B. Bourke (CUBS, Management and Marketing); M. McCarthy (CUBS, Management and Marketing); S.N. McCarthy (Department of Agrifood Business and Spatial Analysis, Teagasc Food Research Centre))	The impact of agricultural diversification measures on protein security: the case of the Republic of Ireland (M. Merlo (CUBS, Food Business and Development); C. Buckley (Teagasc); T. Hennessy (CUBS, Food Business and Development); S. O'Mahony (CUBS, Department of Food & Nutritional Sciences))
14.50-15.00	Changing meanings and status of meat in consumers' minds (M. McCarthy (CUBS, Marketing and Management); C. O'Neill (CUBS, Management and Marketing); C. Moran (CUBS, Management and Marketing))	KPMS: 2+2 = The end. A study of Irish insolvency practice (J. O'Neill (CUBS, Accounting and Finance); S. Smyth (CUBS, Accounting and Finance))
15.00-15.10	Media framing of beef narratives and emergent tensions for citizen-consumer sensemaking (S. Tanner (CUBS, Marketing and Management); M. McCarthy (CUBS, Marketing and Management); D. Giles (CUBS, Marketing and Management))	The combined influence of farm production and food markets visits on smallholder household diets in Tigray, Ethiopia: A novel approach (T. Balcha (CUBS, Food Business and Development); E. Lahiff (CUBS, Food Business and Development); T. Donnellan (Teagasc, Rural Economy and Development Centre); N. Chisholm (CUBS, Food Business Development))
15.10-15.20	Exploring the characteristics of cognitive dissonance experienced by consumers in the context of environmental food behaviours (C. Moran (CUBS, Marketing and Management); M. McCarthy (CUBS, Marketing and Management); C. O'Neill (CUBS, Management and Marketing))	Exploring value chain actors' interactions in the protein transition from a supply perspective: A scoping literature review (A. Sithole (CUBS, Food Business and Development); S. O'Reilly (CUBS, Food Business and Development); M. Henchion (Teagasc))
15.20-15.30	Conclusion – Mary McCarthy	Conclusion – Valeria Andreoni

