

Trinity
Business
School

Transforming
Business for
Good

Annual Newsletter 2023

Welcome from the Dean

A warm welcome to the 2023 Trinity Business School Annual Newsletter where we give our community an overview of some of the highlights of the last year.

As I will be completing my second and final term as Dean at the end of May this year, I would like to take this last opportunity to thank all the wonderful people in our community and note their achievements. It only seems like yesterday when I joined the School in 2015. At the time, the University (persuaded over many years by previous Deans and the School's Advisory Board) had given us the mission to transform Trinity Business School into an internationally esteemed school.

Our job was to create a strategy to deliver this mission (and one that would not require any financial resources from the University). Together we did just that and much

more! Over the last eight years, we have undertaken huge innovation across all of our activities. We have grown Trinity Business School to nearly three times its size, secured Triple Accreditation (AACSB, AMBA and EQUIS) placing us in the top 1% of business schools in the world, moved into the top tier of the FT rankings and designed, built, and independently financed a new €80 million eco-friendly building. We also secured Athena SWAN accreditation and ranked as the 4th best business school in the world by The Economist for gender diversity. Notably, many of these achievements were delivered during the Covid lockdown when it was heart-warming to observe the real caring and resilient character

of our community. Through extensive participation across the School's wider community, we have created two strategic visions. Initially, this encompassed an internationalisation strategy developed across 2015-16 where we defined our DNA (comprising values, ambition and expertise) and embedded that in all of our growth activities. Later we developed and launched our "Transforming Business for Good Strategy: Strategy Horizon 2030". Building on our DNA we enhanced our ambition to make a greater impact on ethical leadership, eco-sustainability and supporting more students from disadvantaged backgrounds to study successfully at Trinity (particularly through our Pathways to Business Programme). Throughout as Dean, it has been my huge honour and pleasure to work with such talented and highly motivated people in our

community who made all of this happen. I want to say thanks so much and well done to you all.

I conclude by wishing the new Dean the very best for the future. We will know who this will be in the coming weeks. They will start this role in June and can look forward to the full support and encouragement of our fantastic community.



Andrew Burke

Professor Andrew Burke
Dean and Chair of Business
Studies, Trinity Business School.



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

#TrinityBusiness



[above]

Raya Aldhanhani, FEMBA Class of 2023, Master Data Manager at EDGE Group46.

[left]

The Matrix Room enables lecturers to engage with a virtual class in an engaging and collaborative manner.

The Growth & Success of the Flexible Executive MBA

By **Eimear Nolan**, Flexible Executive MBA Director

The Flexible Executive MBA (FEMBA) has come a long way since 2018 when I was tasked with its design, development, and implementation. The new curriculum offered on the FEMBA aligns with the School's strategic plan, where we deliver core modules in Leading in a Climate Emergency, Leadership in AI, and Business Ethics and Corporate Responsibility. Our purpose-built, state-of-the-art remote classrooms (The Matrix Room and two Delegate Rooms) offers an immersive experience for both the students and lecturers. The adoption of the 'Canvas' virtual learning platform to deliver this programme has proved to be very successful, where both students and faculty are supported by 24/7 instant technical support, meaning that learning is never disrupted.

The programme launched in the summer of 2020 with significant interest from potential students worldwide. We have our first cohort of 17 students finishing the programme in June 2023, alongside a class of 34 students finishing their first year. We are currently interviewing our September 2023 intake. Our innovative approach to online education has attracted significant media and academic attention. We are currently working on a partnership with the Haas Business School, Berkeley, with the vision that the FEMBA students and Berkeley MBA students will have the elective options available to work together in the coming years. To learn more about Trinity's Flexible Executive MBA and how to apply, visit www.tcd.ie/business/programmes/mba

"I am so impressed by the quality of the programme. It has brought together such a diverse and international group of people with different skills, backgrounds, and experiences. The project led approach provides autonomy to plan and execute each task in a structured manner. It also provides the space for collaboration and innovation to flourish."

Raya Aldhanhani (FEMBA Class of 2023, Master Data Manager at EDGE Group46) shares her experience of distance learning from her home in the United Arab Emirates.

Paul Murphy on the pitch during a Kerry football match.



Trinity GPA-MBA Scholar puts the FEMBA to use on the football pitch

By Paul Murphy, GPA-MBA 2022-23 Scholar, Kerry Football player and accountant at Kerry Group.

I recently spent time in New Zealand, and, while navigating a 13 hour time difference, I was reminded of the importance of flexible online programmes for people who want to develop their skills but are required to travel frequently as part of their job.

Yet these courses can also open doors to people for whom the reverse is true. I work as an accountant at Kerry Group's head office in Tralee. I've played as part of the Kerry Gaelic Football team since 2014, and I was playing with my local team, Rathmore, long before that. You might say I have very firm roots here. My various commitments make it nearly impossible for me to regularly commute any great distance to study. Nevertheless, since September 2022, I have been studying for the FEMBA at Trinity Business School. There are roughly 160 miles between my home in Killarney and Dublin, where the school is based. But the FEMBA is just as flexible as its name suggests. The ability to study for a FEMBA almost fully remotely made this a viable option for me. The course

is delivered through an online platform called "Canvas", which breaks each module down into smaller blocks, making it easier to fit learning around my already busy schedule. The content is thought-provoking and working in groups with people from around the world has exposed me to different viewpoints and approaches to completing tasks. The varied experiences of class members are evident from the many discussion boards we contribute to as part of different modules. Of course, juggling college with work and football requires me to manage my time effectively. At the start of each new block in the programme, I map out my calendar for the next two weeks, plotting in when I can study, when I need to work, training times and so on. I have found that many lessons learned

in the classroom can be applied on the pitch and vice versa. Graded assignments frequently involve teamwork, a principle which is essential to success both in corporate and sporting environments. We have also covered modules on people management theory, which can inform team managers, coaches, and captains of sports teams. When in groups, it is often most efficient to allocate tasks according to each person's strengths. Essentially, we assign positions, just like in football! The GPA-MBA scholarship has provided me with an unbelievable opportunity to develop myself professionally in a triple accredited business school and world-renowned university.

For more information on the GPA-MBA and GPA Postgraduate Scholarships available at Trinity Business School, contact the GPA Education Manager, **Karen Thorpe** at karen@gaelicplayers.com or MBA Admissions Officer, **Eoghan O'Sullivan** at eoghan.osullivan@tcd.ie

Ranking & Accreditation Achievements

The School's strong performance in the Financial Times (FT) rankings continued in 2022-23, with competitive European and world rankings in the FT's MBA, EMBA, Finance, Management, and European Business Schools categories. A particular highlight was the School's entry into the most competitive ranking - the FT's Global MBA Ranking, with the MBA ranking 1st in Ireland and 26th in Europe.

Trinity Business School again achieved highly competitive rankings in the QS Business Masters Rankings 2023, including:

- 1st in Ireland and 7th in the world in the Masters in Supply Chain Management
- 1st in Ireland and 19th in the world in the Masters in Marketing
- 1st in Ireland and 24th in the world in the Masters in Business Analytics

These excellent rankings in the globally influential QS Business Masters Rankings have helped the School to further develop its international profile, and to attract high-potential international students and leading international academic staff to the School.

FINANCIAL TIMES Global Full-Time MBA Ranking 2023:



FINANCIAL TIMES Executive MBA Ranking 2022:



FINANCIAL TIMES Masters in Finance Ranking 2022:



“The School has transformed over the last eight years with major programme innovations, trebling in size and constructing a new eco-friendly building to base all our activities. It is tremendous to see recognition of these achievements start to trickle through to the Financial Times rankings, and especially to observe that our strengths in impactful ethical business are being acknowledged as these are key objectives of our Transforming Business for Good: Horizon 2030 strategy.”

— Dean Andrew Burke

Students from Craigtown National School use SkriBot, a self-assembly educational robot, which allows the users to learn construction, mechanics, electronics and programming at various levels of advancement.



Trinity MBA team apply their studies to support a Social Enterprise

By **Edel McCabe**, CEO & Founder, Effective Marketing Communications Agency and Trinity MBA alumna (2020)

From honing my skills as a business leader to networking with some of Ireland's most promising entrepreneurs, the Trinity MBA has afforded me a great many opportunities. None, however, compare to the chance to give back to my local community. Courtesy of the social enterprise project within the MBA programme, I was lucky enough to support Spraoi agus Spórt, an award-winning social enterprise in Carndonagh, County Donegal. Hailing from Donegal, I was thrilled to work with Spraoi, which has been serving its community for over 10 years with incredibly valuable community groups and activities for the elderly, children, young people, and parents. While the business had achieved great impact within its community, it had not taken the time to communicate that impact. And, with a fundraising initiative to build a new youth space, FabLab, as well as a co-working

space, fast approaching, translating this value to its stakeholders had never been so important. Heading up a team of six Trinity MBA candidates, named Team Tionchar (meaning impact in Irish), our goals were to measure the impact that Spraoi was having on its community, as well as developing a toolkit to enable the business to gauge this impact going forward. As a result of the project, Spraoi has been able to effectively communicate its impact in several ways, which, in turn, has magnified this impact and has enabled the organisation to scale significantly. Trinity Business School's reputation – and, in

turn, Spraoi's partnership with the School – was something that we quickly identified as a tool to be leveraged when engaging stakeholders, especially when looking for financing. Sure enough, having taken our advice, the social enterprise went on to enjoy two incredibly successful funding applications. The project is just one of many examples of Trinity Business School's commitment to Transforming Business for Good. Impact – business or social – is at the heart of the School's ethos. This project stands testament to that reality.

“The impact framework that Team Tionchar developed was a key part of our funding application in partnership with Donegal County Council to the Rural Regeneration Development Fund. We were awarded €9.5 million in funding and the project will soon go to tender for an architect-led design team. We also used the framework in a successful funding application to the RTÉ Toy Show, in which we were awarded €300,000 to create a new purpose-built Child and Family Hub for Carndonagh.”

- **Helen Nolan, Co-Founder & CEO, Spraoi agus Sport**

Trinity Business Forum 2023

Empowering Good Business

The annual conference, co-hosted with Trinity Business Alumni, took place on International Women's Day, where expert academics and practitioners explored the urgent case for **embracing diversity and sustainability to drive business performance**.



→ **Dr Kisito Futonge Nzembayie** led a discussion on unlocking the potential of digital entrepreneurship.

→ **Dean Andrew Burke, Dr Sheila Cannon, and Barry O'Dowd** present the Business Student of the Year 2022 award to **Matthew O'Shea**.

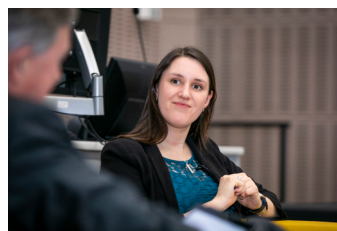


← **Dr Rhona Mahony** contributed to a masterclass on board ethics, diversity, and good governance.



← **Dean Andrew Burke** welcomes guests to Trinity Business Forum 2023.

→ **FoodCloud Founder Iseult Ward** and **TBA President Liam Booth** enjoyed a fireside chat on ESG inspired solutions.



→ **Minister of Department of Education, Josepha Madigan**, joined a panel to discuss inclusion and business performance.



↓ **Brendan McDonagh**, Chairperson of Trinity Advisory Board, thanked Andrew Burke for his many achievements during his term as Dean.



← **Cathriona Hallahan**, Former MD of Microsoft Ireland, delivered a keynote on leadership.



↑ **Ann O'Dea**, Co-Founder of Silicon Republic, chaired a panel on building an agile and inclusive organisation through freelance.

Tim Hannon, CEO Harvey Norman Ireland, at the Foresight Mentorship Breakfast



Growing our Alumni and Support Network

As a Trinity Business School graduate, you are part of a network of over 130,000 alumni, and 70+ alumni chapters and regional contacts dotted across the world.

An international alumni network is essential for any business school graduate. It provides opportunities for graduates to continue their professional development, maintain connections with their peers, share expertise with the next generation, and gain access to new business opportunities through events at the School and around the world.

That's why we're growing the School's alumni network by creating 'Sub-Chapters' specifically designed for Trinity Business School graduates, ensuring that there are events and activities that match your interests in every corner of the globe.

An MBA Chapter has already been launched as part of the Trinity Business Alumni, kicking off its first networking event last December for MBA alumni and students. Lifelong learning and mentoring are another key facet of our alumni outreach and engagement. Alumni masterclasses were held as part of the 2023 Trinity Business Forum to keep alumni abreast of the latest challenges facing business today, as well as providing an opportunity for networking. Future activities will include golf, book clubs, and much more.

If you are interested in volunteering to work with your local Trinity Alumni Chapter to establish a Trinity Business Alumni Sub-Chapter, please contact Conor Edwards, the School's Alumni Relations Manager, at conor.edwards@tcd.ie

Spotlight on Foresight Mentorship Breakfast

Founded in 1972 the TCD Business Foresight Group is a community that brings together Trinity College Dublin alumni, current students, and industry leaders to foster mentorship and collaboration. Its mission statement is simple, "to help enable achievement and excellence within the student body by fostering links between business students and the business leaders of today."

The annual mentorship breakfast, where alumni and industry leaders connect with students to provide guidance and support, is a highly anticipated event that allows students to network with professionals in their field of interest and gain valuable insights into the industry.

Foresight partners with Trinity Business Alumni (TBA) for the event, with members of the TBA volunteering to mentor students, providing an opportunity to give back and help shape the future generation of business leaders. This year's guest speaker was Trinity MBA alum Tim Hannon, Chief Executive Officer of Harvey Norman Ireland. Tim spoke to the group, providing an insight on his own career journey from graduating at University College Cork, joining Harvey Norman as a salesperson, progressing his career to become CEO and graduating with a Trinity MBA.

Meet our new Faculty & Professional Staff



Prof. David Collings
Chair of Sustainable Business

I am very excited to be appointed Chair at Trinity Business School. The School has set out an ambitious agenda around Transforming Business for Good - an early mover in this critical area globally. My colleagues teaching, their research and centres such as the Trinity Centre for Social Innovation and the new Trinity Corporate Governance Lab, are focusing on some of the most important questions impacting the future of sustainable business. My ambitions are to build on these excellent foundations and to help the School become a global leader in sustainable business. Developing and building upon existing partnerships with other leading business schools and key policy stakeholders will be important in enabling this vision. My personal research has asked important questions around sustainable work. I will continue to research how to systematically upskill and reskill the workforce to ensure employee skills remain relevant and provide employees with sustainable careers.



Prof. Geoffrey Wood
Chair of Finance

It is a great honour to join the Trinity Business School community. At the level of teaching and learning, there is a great need to train practitioners who are well versed in the tools and techniques as well as the understanding of the financial ecosystem. This in turn equips graduates to promote more sustainable practices within firms, benefiting the economy, wider society and the world. At a research level, there are exciting opportunities for developing interdisciplinary collaborations, both with leading universities worldwide and within Trinity Business School itself. Many seemingly unexpected systemic shocks represent known phenomena, such as economic depressions and recessions. We are entering a world of great events, such as climate change and global pandemics. With this come many challenges, but also opportunities in terms of scholarly enquiry, the manner we deliver education, and the potential impact on the community and the planet. I am looking forward to working with colleagues in realising these opportunities.

We are also thrilled to welcome:



Dr Gorkem Aksaray
Assistant Professor in
Entrepreneurship



Dr David Horan
Assistant Professor
in Business, ESG



Dr Ulrich Leicht-Deobald
Associate Professor in
Responsible Leadership



Dr Kisito Futonge Nzembayie
Assistant Professor in
Entrepreneurship



Dr Supriya Kapoor
Assistant Professor
in Finance



Dr Louise Gorman
Assistant Professor
in Finance



Dr Steven Kilroy
Associate Professor in Human
Resource Management

Along with new professional staff:

Patrick Behan

Administrative Director of MSc in Finance & Financial Risk Management

Adam Burns

Administrative Director, Executive MBA & Year 2 FEMBA

Deirdre Eogan

Executive Officer, Student Support Services

Jane Flanagan

Recruitment Officer, Executive Education

Una Hennigan

Community Engagement & Events Manager, School Office

Claire Johnston

Administrative Officer, Sales & Marketing

Victoria Lawlor

Postgraduate Careers Consultant, Careers & Community

Emerson Mendes de Oliveria

Executive Officer (UG), Student Support Services

Jennifer Murray

Executive Officer, Student Support Services

Kierstyn Olson

Learning Technologist, School Office

Rachel Smith

Administrative Officer, Student Support Services

Deryck Tormey

Student Support Services Manager

Caoimhe Tynan

Administrative Director, Full-Time MBA & Year 1 FEMBA

[left to right]

Liam Maxwell (Director of Government Transformation at Amazon Web Services), **Yuliya Garyacha** (Digital Transformation Advisor to the Ukrainian Government and Lawyer with McCann Fitzgerald), **Dr Andrii Melashchenko** (Glushkov Institute of Cybernetics of NAS, Ukraine, Advisor to Government of Ukraine and Engineering Lead at Cloud Architect), join the Trinity Executive Programme on the Digital Transformation for Government programme, in partnership with AWS, in a fireside chat on Ukraine's experience of implementing transformation in a time of war.



Executive Education Drives & Shapes the Future of Business Strategy

By **Michael Flynn**, *Director of Executive Education at Trinity Business School*

Business has transformed post-pandemic and so executive education must change also. In response, Trinity Business School Executive Education has developed innovative programmes and pathways to address the complex challenges and opportunities executives face today.

In line with the School's mission of Transforming Business for Good, we have spearheaded a suite of programmes designed to empower organisations and individuals in their journeys towards sustainability, equality and responsible leadership, including in areas such as Creating Value with ESG, the Principles and Practices of Business & Human Rights and Sustainable Business Strategy. We will soon launch impactful programmes in Sustainable Finance, Integrated Reporting and Responsible Corporate Governance.

In many ways our programmes are an exemplar of university-business engagement, successfully plugged in to local, national, and global businesses, with participants joining us from across the globe. Our network of corporate and

public organisations undertaking customised programmes specifically tailored for their leadership development and organisational change has continued to grow across a range of sectors including Engineering, Manufacturing, Pharma, Energy, Law, Aviation and Government. Healthcare has been an area of particular growth with participation in our Healthcare Leadership Hub from over 15 hospitals and healthcare organisations.

Our open enrolment programmes designed to accelerate career, leadership, and managerial excellence, have seen an increase in the number of SME's and larger corporates joining our People Development Partnership, where our portfolio serves as an agile and broad platform for organisations to develop their people.

Lifelong learning has the power to change lives. By "retooling" yourself frequently you ensure you remain competitive in the workforce and have the skills needed at various stages in your career journey. The Executive Education team seek to drive and empower change in individuals and companies alike, while simultaneously supporting those who might not have the means to participate through a bursary scheme for leaders from NGO's, asylum seekers and refugees. Another initiative creating impact is our Digital Transformation for Government programme, run in partnership with AWS, where a number of Ukrainian government officials and private experts led a session on 'Digitising Government Services in a time of War', presenting an opportunity for Ukrainian and Irish colleagues to network.

Together with our partners, we look forward to continuing to extend our reach, meaningful impact, and to 'Transform Business for Good', across Ireland and beyond.

Maria Cairns, 4th year, Computer Science and Business, **Eimhin O'Neill**, 3rd year, Global Business, TES President, and **Rory Staunton**, 3rd year, Mechanical Engineering and Dragon's Den Manager.



Trinity Entrepreneurial Society Dragon's Den

The Trinity Entrepreneurial Society (TES) recently held its annual Dragon's Den event, which brought together aspiring entrepreneurs, industry experts, and members of the Trinity community to the Dargan Theatre in Trinity Business School.

The event saw 10 teams pitch their business ideas to a panel of expert judges in the hopes of securing €5,000 in cash prizes and a place on LaunchBox – Trinity's Summer Accelerator programme.

After several excellent pitches, the judges announced the winner of the event as Verify, a Vendor that provides document verification and collection services to street food vendors. The team was awarded €3,000 in funding alongside a spot on LaunchBox, a summer student accelerator programme for early-stage startups.

Second place in the competition went to Gea, a start-up that is developing a smart and sustainable product to replace typical sanitary supplies. The team showcased their passion for creating an environmentally friendly and cost-effective approach to this industry, which left a lasting impression on the judges.

The panel of judges comprised highly acclaimed professionals in their respective fields, including Harry Hughes, the CEO of Portwest and EY Entrepreneur of the Year 2017, Maurice Roche of Delta Partners Venture Capital, Alison Cowzer, former Dragon on RTÉ Dragon's Den and co-founder of East Coast Bakery, Alan Flanagan from Deloitte, Ian White from A&L Goodbody, Gavan Drohan from Tangent and Eimhin O'Neill, President of Trinity Entrepreneurial Society.

The event was a testament to the ever-growing entrepreneurial spirit in Trinity, with an increasing number of students showing an interest in starting their own businesses. Trinity Entrepreneurial Society plays a vital role in fostering this spirit by providing a platform for students to network, share ideas, and gain mentorship and guidance from seasoned entrepreneurs.

The Dragon's Den event is just one of many great initiatives of TES which provides a platform to showcase the creativity, innovation, and passion of Trinity's aspiring entrepreneurs. With the support of TES and Trinity Business School, these young entrepreneurs have the potential to make a significant impact on the world and shape the future of business.

Accelerate your career

Trinity Executive MBA Two-years, part-time (on campus)

This top-ranked MBA is geared towards executives poised at pivotal junctures in their careers.

Develop your leadership skills or prepare for your next career transition by joining a multinational classroom of experienced professionals. This rigorous programme will broaden your perspective and increase your impact, helping you to accelerate your current career path and build a network that lasts a lifetime.

→ Find out more, visit www.tcd.ie/business or email us at thetrinitymba@tcd.ie



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Postgraduate Enquiries

business.masters@tcd.ie

Undergraduate Enquiries

undergraduate.business@tcd.ie

Trinity Business Ethics Speaker Series 2022-23

Now in its third year, the Business Ethics Speaker Series, hosted by the Trinity Corporate Governance Lab, brings together leading scholars and practitioners to explore contemporary issues in the field of business ethics. This year's guest speakers presented research on a wide range of topics, including corporate sustainability strategy and governance, carbon trading, ESG, responsible leadership, and business ethics. Playback videos are available here: www.tcd.ie/business/research

Trinity Corporate Governance Lab

Launched in January 2023, the Lab will deliver innovative and collaborative projects in the areas of corporate governance and business ethics. With a focus on the 'G' of ESG, the Trinity Corporate Governance Lab undertakes cutting edge interdisciplinary and practitioner-oriented research, engagement, and innovation projects in collaboration with industry, policymakers, and researchers. We invite any organisation or individual who is interested in becoming a 'knowledge partner' of the Lab to contact: Dr Daniel Malan, daniel.malan@tcd.ie or visit: www.tcd.ie/business/research/trinity-corporate-governance-lab

EURAM 2023

Trinity Business School is delighted to host EURAM 2023 Doctoral Colloquium from 14-16 June 2023. EURAM received a record number of 1,973 paper submissions on this year's theme of Transforming Business for Good. We look forward to welcoming thousands of management scholars from across the globe. Visit: conferences.euram.academy/2023conference/