

Sharon O'Brien  
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## Biography

I am a Lecturer in the School of Business. I primarily deliver modules in Enterprise, Marketing and Management and teach these modules in the School of Business, School of Humanities and School of Engineering. I also supervise DBA and undergraduate students.

My educational background includes a Master of Business Degree from South East Technological University, Carlow Campus, a PhD from South East Technological University, Waterford Campus and MII Graduateship (The Marketing Institute of Ireland).

I have a strong interest in research, particularly in the area of customer service and customer orientation.

I am leading a Erasmus+ project (DIFUCH) on behalf of SETU and working with colleagues in IPB, Portugal and Hanze, Netherlands, the project runs from Feb 2022 to March 2024.

Research

### Publications:

O'Brien, S., and O'Toole, T (2021). 'The effectiveness of role autonomy in influencing job pursuit intentions of customer-oriented frontline job seekers'. *Psychology & Marketing*, 38(3), 512-523. <http://doi.org/10.1002/mar.21450>

### Conference Papers:

May 2015: Research poster presented at Research Day, South East Technology University: 'Why and when are customer oriented service employees attracted to service organisations?'

July 2015: Research paper presented at the Doctoral Colloquium at the Academy of Marketing, University of Limerick: 'Why and when are customer oriented service employees attracted to service organisations'. (ISBN.978.1.905952.64.9).

2016: Research paper presented at the Academy of Marketing, Northumbria University: 'Service Organisations – Journey to success: attracting customer oriented service workers (ISBN 978.1.906596.29.3).

May 2017: Paper presented at South East Technological University: Research Day: 'Attracting super-hero employees'. (winner of 2nd prize).

May 2018: Paper presented at South East Technological University: 'Why and when are customer oriented employees attracted to service organisations?'

## Qualifications

PhD, When and why are customer oriented service workers attracted to service organisations

30 Sep 2006 → 04 Nov 2018

Award Date: 04 Nov 2018

Masters Degree, Institute of Technology Carlow

2012 → 2014

Award Date: 30 Nov 2014

Bachelors Degree, Technological University Dublin

1991 → 1995

1991 → 1995 Graduateship Marketing Institute of Ireland, MII

## Employment

### Lecturer

Department of Management and Organisation

Waterford Campus

06 Oct 2014 → present

### RIKON

Waterford Campus

06 Oct 2014 → present

### Lecturer

South East Technological University, Carlow Campus

Ireland

01 Aug 2018 → 01 Jan 2021

### **Sponsorship Manager**

Eircom

Dublin, Ireland

01 Aug 1995 → 31 Aug 2008

## **Research outputs**

### **Fostering Entrepreneurship – The Role of Hackathons in Enhancing Challenge-Based Learning in Entrepreneurship Education**

O'Brien, S. M., Botelho Junior, S. & Organ, J., 13 Dec 2023.

### **Digital Futures Challenge-Based Learning in Higher Education in Europe: The DIFUCH Erasmus+ Project: The DIFUCH Erasmus+ Project**

Organ, J., Machado, A. M., O'Brien, S. M., Ferro-Lebres, V., Pereira, A. I., van Oostrom, M., Rodrigues, P., BotelhoJunior, S., de Almeida, J. P. P., do Cabo, P. S. A., Shanahan, B. W., O'Gorman, B., Prins Karin, S., de Jonge, M. & Karabulut, N., 14 Jul 2023, *22nd IFAC World Congress Yokohama, Japan, July 9-14, 2023*. Ishii, H., Ebihara, Y., Imura, J.-I. & Yamakita, M. (eds.). 2 ed. Elsevier, Vol. 56. p. 9948-9953 6 p. (IFAC-PapersOnLine; vol. 56, no. 2).

### **Digital Futures Challenge-Based Learning in Higher Education in Europe: The DIFUCH Erasmus+ Project: Digital Futures Challenge-Based Learning in Higher Education in Europe: The DIFUCH Erasmus+ Project**

Organ, J., Machado, A. M., O'Brien, S., Ferro-Lebres, V., Pereira, A. I., van Oostrom, M., Rodrigues, P., Botelho Junior, S., de Almeida, J. P. P., do Cabo, P. S. A., Shanahan, B., O'Gorman, W. J., Prins, K. S., de Jonge, M. & Karabulut, N., 13 Jul 2023, *Digital Futures Challenge-Based Learning in Higher Education in Europe: The DIFUCH Erasmus+ Project*.

### **Revitalising Place (Chapter Review)**

O'Brien, S., 2023

### **The effectiveness of role autonomy in influencing job pursuit intentions of customer-oriented frontline job seekers**

O'Brien, S. & O'Toole, T., Mar 2021, In: *Psychology and Marketing*. 38, 3, p. 504-523 20 p.

## **Courses**

### **DIFUCH**

O'Brien, S. & O'Gorman, W. J.

01/02/2022 → 31/03/2024

### **Joint Masters**

O'Brien, S. M., Botelho Junior, S. & O'Gorman, W. J.

01/02/2022 → 01/02/2023