



President's Research Bursaries 2021/22

Supervisor Profile	
Name Phone Number Email	Dr Vicky O'Rourke 074 918 6270 vicky.orourke@lyit.ie
Current Research Interests	Marketing innovations, marketing ethics, advertising literacy, factors influencing decision making for Generation Z and Generation Alpha.
Career Profile (Education and Employment)	<p style="text-align: center;">Education</p> <p>Doctor of Education Queen's University, Belfast, 2019 Certificate in Action Learning Facilitation Institute of Leadership and Management, 2018 Master of Business Studies (by Research), Higher Education and Training Awards Council 2006 PG Cert in Higher Education Practice, University of Ulster, 2009 National Certificate in Further Training & Continuing Education National University of Ireland, Maynooth 2006</p> <p style="text-align: center;">Employment</p> <p>2003-present: Lecturer in Marketing, Level 6-9 Letterkenny Institute of Technology 2021-2022: Masters Dissertation Supervisor for the Management School, Queen's University, Belfast.</p>
Key Achievements	<ul style="list-style-type: none"> • Recent funded projects (HCI Pillar 3 funding, Studentsurvey.ie) • Recent and forthcoming publications: Journal of Media Literacy Education, International Journal for Digital Society, Journal of Digital & Social Media Marketing • Joint Course Director for MSc in Leadership and Innovation in the Public Sector • Various External Examiner roles
Links to ResearchGate/LinkedIn Profile/ORCID ID	<p>ResearchGate: https://www.researchgate.net/profile/Vicky-Orouke/research</p> <p>LinkedIn: https://www.linkedin.com/in/vicky-o-rouke-edd-5528ba17/?originalSubdomain=ie</p>