

Niall O Leary

## **Dr Niall William O Leary**

Head of Centre, Hincks Centre for Entrepreneurship Excellence,  
School of Business, Munster Technological University,  
Cork, IRELAND

Email: [Niall.OLeary@mtu.ie](mailto:Niall.OLeary@mtu.ie). Web: [hincks.mtu.ie](http://hincks.mtu.ie).

**Online Profiles:** [LinkedIn](#), [Google Scholar](#), [ResearchGate](#).

As a research fellow in entrepreneurship at the Hincks Centre, School of Business, MTU, my work focuses on identifying, honing and promoting the use of the most effective business supports with the strongest evidence of efficacy. This role translates robust academic findings into actionable insights for business advisors and policy makers. I completed a postdoc on the role of technology and innovation in agriculture with - Teagasc. My PhD focused on the role of human capital in predicting farm business success with a focus on competencies and attitudinal variables at the University of Reading. I found that farm profitability was strongly associated with farmer attitudes and personality such as attention to detail and attitudes towards learning.

### **Employment and Education History (reverse chronological order)**

2025 – Current **Head of Centre at the Hincks Centre for Entrepreneurship Excellence.**

In this role I continue my previous responsibilities as a Research Fellow and lead the centre with a greater focus on project development, supervision, and engagement within MTU.

2020-2025 **Research fellow in Entrepreneurship, MTU**

In this role I focused on Evidence-Based Business Support: I lead the application and evaluation of rigorously tested methodologies proven to improve business outcomes (e.g., revenue, profit, survival), translating academic research from randomized controlled trials into actionable frameworks for business advisors across Europe.

Policy-Relevant Research: Conduct comprehensive analyses of SME and entrepreneurship support policies, aligning project outcomes with key findings from influential policy reports such as the 2023 OECD Framework for the Evaluation of SME and Entrepreneurship Policies and Programmes.

Project and Stakeholder Management: Coordinate multiple EU-funded projects, managing project pipelines, resource allocation, and stakeholder communications to

ensure successful implementation and impact dissemination. I have led proposal writing and delivery of Interreg projects consisting of national and international stakeholders and been lead MTU contact point for several Horizon projects – each of them reviewing policy, identifying potential improvements and piloting their implementation.

**2019–2020: Lecturer, Lincoln University, New Zealand**

Lecturing in farm management to diploma and masters level students and published two papers regarding technological innovation on dairy farms.

**2017-2018: Post-Doctoral Research Fellow Precision Dairy, Teagasc**

Validation and development of sensors and data management technologies for use in pasture based dairy systems.

**2014-2017: PhD Agricultural Economics, University of Reading**

Thesis title: Farmer attributes associated with farm profitability - a study of dairy farms in Great Britain. Key findings: Detail to Conscious behaviour, Leadership and attitude to continuous improvement predicted farm profitability.

**2011 - 2013: Knowledge Transfer Partnership Associate, University of Reading**

Managed and delivered a knowledge transfer programme between the University of Reading and dairy consultancy company Promar International funded by Innovate UK. Part of the role included training of farm consultants in several academic methodologies including survey design, focus groups, interviews, qualitative and quantitative analysis.

**Technical skills and knowledge:** Policy Analysis, Strategy development, Business Support, project management, Psychometric assessment, research design, analysis, report writing and German speaking.

**Peer reviewed journal publications**

1. Gossel, B. M., Cyron, T., Rohn, U., & O’Leary, N (2025). Special attributes of media entrepreneurship education: towards a learner-centred development framework for entrepreneurship education. *Journal of Media Business Studies*, 1–24.  
<https://doi.org/10.1080/16522354.2025.2548700>
2. O’Leary, N., Byrne, D. T., O’Connor, A. H., & Shalloo, L. (2020). Invited review: Cattle lameness detection with accelerometers. *Journal of Dairy Science*, 103. Retrieved from [https://www.journalofdairyscience.org/article/S0022-0302\(20\)30141-7/fulltext](https://www.journalofdairyscience.org/article/S0022-0302(20)30141-7/fulltext). DOI: [10.3168/jds.2019-17123](https://doi.org/10.3168/jds.2019-17123)
3. O’Leary, N. W., Byrne, D. T., Garcia, P., Werner, J., Cabedoche, M., & Shalloo, L. (2020). Grazing Cow Behavior’s Association with Mild and Moderate Lameness. *Animals*, 10(4), 661. <https://doi.org/10.3390/ani10040661>

4. O'Leary, N. W., Leso, L., Buckley, F., Kenneally, J., McSweeney, D., & Shalloo, L. (2020). 'Validation of an automated body condition scoring system using 3D imaging', *Agriculture*, Vol. 10, No. 246, pp. 1–8. <https://www.mdpi.com/2077-0472/10/6/246>
5. O'Leary, N., Tranter, R., & Bennett, R. (2018). Are farmer personality traits associated with farm profitability? Results from a survey of dairy farmers in England and Wales. *International Journal of Agricultural Management*, 7(2). <https://doi.org/10.22004/AG.ECON.301161>.
6. O'Leary, N. W., Bennett, R. M., Tranter, R. B., & Jones, P. J. (2018). The extent that certain dairy farmer attitudes and behaviors are associated with farm business profitability. *Journal of Dairy Science*, 101(12), 11275–11284. <https://doi.org/10.3168/jds.2017-14307>
7. Wever, M., Shah, M., & O'Leary, N. (2022). Designing early warning systems for detecting systemic risk: A case study and discussion. *Futures*, 136(December 2021), 102882. <https://doi.org/10.1016/j.futures.2021.102882>
8. Wever, M., Wognum, N., Shah, M., O'Leary, N., & Onofrei, G. (2021). Towards a transdisciplinary approach to systemic risk detection. *Advances in Transdisciplinary Engineering*, 16, 3–12. <https://doi.org/10.3233/ATDE210076>
9. Shalloo, L., Donovan, M. O., Leso, L., Werner, J., Ruelle, E., Geoghegan, A., ... O'Leary, N. (2018). Review : Grass-based dairy systems, data and precision technologies. *Animal*, Online 22/, 1–10. <https://doi.org/10.1017/S175173111800246X>
10. Palma-Molina, P., Hennessy, T., O'Connor, A. H., Onakuse, S., O'Leary, N., Moran, B., & Shalloo, L. (2023). Factors associated with intensity of technology adoption and with the adoption of 4 clusters of precision livestock farming technologies in Irish pasture-based dairy systems. *Journal of Dairy Science*. <https://doi.org/10.3168/jds.2021-21503>