**Dr. John Power**

John Power is a Postdoctoral Researcher at the Centre for Enterprise Development & Regional Economy (CEDRE) at the School of Business, Waterford Institute of Technology. John has a degree in business studies specialising in marketing and a masters in business by research in the field of corporate reputation management from Waterford Institute of Technology. He completed a PhD funded by Fáilte Ireland and was awarded an Irish Research Council for the Humanities and Social Sciences (IRCHSS) Government of Ireland Scholarship.  John’s PhD sought to uncover how service organisations can effectively compete for and attract customer oriented employees. Research interests include: regional development, entrepreneurial networking, customer orientation and strategic brand management.