

## Welcome to our commencing 2001 students

RMIT Business would like to welcome the following research students who commenced this year.

### School of Business Information Technology

Markus Belkin (PhD) 'Intelligent Organisational Modelling & its Application to Medical Pathology Laboratories'

Mariel Beros (Master) 'Film Making and Distribution in the Information Age'

Lisa Enright (PhD) 'Global Applications of Knowledge Management'

Michael Kennedy (Master) 'Defining Jurisdictions in Cyberspace'

Zijad Pita (PhD) 'Strategic Information Systems Planning, Information Systems Project Management and the Information Industry'

Neil Porter (Master) 'E Commerce in China - Growth & Development. Entrepreneurs, Business & Revenue Models, Implications & Opportunities for Australian Participation'

Carmine Sellitto (PhD) 'Trends in Knowledge Management and e-commerce in organisations'

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Angela Yip (PhD) 'The Role of Knowledge in Electronic Commerce'

### **School of Marketing**

Juan Bautista Caldera Noriega (PhD) 'Influence of the Interaction of ISO 9000 Certification & the Country of Origin Image on Buying Behaviour in Global Markets'

### **School of Accounting and Law**

Walter Dolan (PhD) 'The Use of Financial & Non Financial Indicators in Determining & Depicting the Level of Innovation Reached by an Enterprise'

Anne Lennox (Master) 'Online Learning Environments & the Changing Culture of Intellectual Property & Copyright Law with the University'

### **School of Management**

Catherine Doney (PhD) 'Organisational Development in Australia: What Works Best?'

Michael Funke (Master) 'Developing & Maintaining a Project Management Centre of Excellence in Australian Multi-National Company Using Maturity Modeling as a Key Tool for assessment & Improvement Planning'

Tiffany Gray (PhD) 'When does Learning Occur for an Individual, Team & Organisation'

Ronald Harper (Master) 'The Design & Implementation of a National Education & Training Program in Public Sector Management for the Department of Defence & other Commonwealth Agencies'

Helen Hughes (Master) 'An Exploratory Study of the Earlier Career Choices Made by Nurses'

Janice Kelly (Master) 'Strategic Management'

Benny Chun Yip Yuen (Master) 'Why is the Female Participation Rate in the Australian IT Industry so Low?'

## School of Economics and Finance

Sydney Lambrick (PhD) 'Asset Pricing Models, Methodology & Testing'

Heath Spong (PhD) 'A Study of Entrepreneurship from the Australian Perspective'

Aldo Taranto (Master) 'Implementing Accounting Legislation & Export Systems in Systems Based Auditing'

Anton Tunubrata (Master) 'Initial Public Offering and Futures Trading'

Juliana Yim (PhD) 'Forecasting Volatility of High Frequency Financial Time Series'

Xuan Zhang (PhD) 'The Impact of World Commodity Prices and Real Exchange Rates on a Commodity Exporters Profitability and the use of Derivative Securities to Hedge and Insure against Fluctuations'

### Did you know?

The faculty runs seminars during the year to help disseminate information and to address specific research skills or issues. Most of the schools run regular seminars where staff, students and guests present their research to their peers. The RDU also maintains a seminar list, where staff and students can receive fortnightly information on current seminars.

## ARC 2001 Update

The faculty applied for more than \$1.3 million of discovery grants and over \$340,000 of linkage grants in 2001 for 2002. The details of the discovery grants were in the March BRN. The details of the linkage grants are:

Boucher	C.	School of Management
Holian	R.	School of Management
Smyth	A.	School of Management
Lines	R.	Office of the Dean
Fox	A.	Bundoora Extended Care Centre
Rundle	K.	City of Maribyrnong

*Title: The use of reflective practice groups as a tool for developing managers working in not-for-profit organisations.*

Brindle R. Transport Research Centre  
Morris J. Transport Research Centre  
Wang F.S. Transport Research Centre  
Cameron K.C. The City of Melbourne

*Title: The development of car sharing indicators for Melbourne.*

Faff R. School of Economics and Finance  
Allen D. Edith Cowan University  
Brailsford T. ANU

*Title: An evaluation of Managed Funds Ratings in Australia and New Zealand.*

Morris J. Transport Research Centre  
Brindle R. Transport Research Centre  
McKinley F. Transport Research Centre  
Harris A. RACV

*Title: The development of transport service concepts which meet the mobility needs of regional communities.*

## **Faculty Publication Awards**

Congratulations to the following people in RMIT Business who received Faculty Publication Awards since the last Business Research News.

### **In the 'C1 Article in Refereed Journal' Category**

Kimber, D., Balasubramanian, N., 'Corporate Governance, Reputation and Competitive Credibility', IIMB Management Review, vol. 12, No. 2 June 2000, pp. 67 – 75

Sharrock, G., 'Why Students are not (Just) Customers (and other reflections on Life After George)', Journal of Higher Education Policy & Management, vol. 22, No. 2, 2000, pp. 149 – 164

Lines, R., 'Teaching with Technology: The Space between Strategy & Outcomes', The Ulti Base Journal, Dec. 2000 edn.

Sheldrake, P., Hurley, J., 'The Good Manager in a World of Change', Journal of Human Ethics, vol. 6, No. 2, pp. 131-144

## In the 'E1 Conference Paper in Refereed Proceedings' Category

Moussi, C., Davey, B., 'Internet-based Electronic Commerce: Perceived Benefits and Inhibitors', Proceedings of the 11th Australasian Conference on Information Systems, Brisbane, Australia, 2000.

Fitz-Gerald, L., Leary, A., 'Practical Moderation as Risk Management in Offshore Education', Proceedings of the Offshore 2000 Conference: Education and Training in an e-learning World: Boom or doom?, Canberra, Australia, 2000.

Deng, H., 'Towards Effective Decision Support in Multicriteria Analysis', International Conference on Intelligent Technologies, Bangkok, Thailand, 2000.

Deng, H., 'Fuzzy TOPSIS for Multicriteria Analysis under Uncertainty', International Conference on Intelligent Technologies, Bangkok, Thailand, 2000.

Zadeh, H., Wood, L., 'Membership Function Optimisation of a Fuzzy Logic Controller for a non - linea System', International Conference on Intelligent Technologies, Bangkok, Thailand, 2000.

Geiselhart, K., 'Another Convergence : Electronic Commerce, Education and Governance', [Collector2000@ICIS2000](mailto:Collector2000@ICIS2000), Victoria, Australia, 2000.

Lines, R., Pollock, S., Rizzetti, J., 'The Course Team in the RMIT Educational Quality Assurance (EQA) System : Definitions, Designated Activities and Issues in Practice', The Transactions of the 12th International Conference on Assessing Quality in Higher Education, Melbourne, Australia, 2000.

## A Student's View

*The research student life can be lonely and isolated. To help our research students get to know their fellow students we have decided to profile our students in the BRN. Each month we hope to profile a different student - find out what they are studying, their experience as a research student and any advice they have for their fellow students. In this months profile we introduce Emma Coath, a Masters student with the School of Business Information Technology. Here are her comments.*

My research topic is "Network Externalities in Regional Community Networks in the Australian Agri-Food Industry". In other words, my topic deals with the economic benefits of the use of eCommerce in agri-food networks in regional Australia. I chose this area of study as I received a scholarship to study an aspect of eCommerce, and I have worked as an export manager for a food export company for the three years prior to my study. My senior supervisor is Dr Jonathan Boymal and my newly appointed second supervisor is Professor Bill Martin, Director of Research, BIT.

I have found that one of the most difficult aspects of completing a full-time research degree is being out of the workforce. It is most important to constantly "network" and keep involved in ways other than working in the industry. I do this by attending relevant seminars and conferences [always ask for a student discount!], regularly attending meetings at the Australian Institute of Management, and keeping in contact with those involved in the industry. I believe that this helps to enrich my research and make it more relevant.

## New Staff Member in the RDU

The RDU has recently appointed Bronwyn Coate as a new full time Research Officer. Bronwyn will be responsible for keeping RMIT Business staff and research students informed about research related information. Also she will be co-ordinating the collection of details concerning the research activities undertaken within the faculty. You will be hearing from Bronwyn shortly regarding the scholarly activities data collection. Bronwyn will be taking over from Liz Merlot who will continue to work with the RDU one day a week on Fridays while she finishes her Honours. Bronwyn is located in Building 112, Level 3, Room 28 within the RDU Office and may be contacted on extension 55646 or by email [bronwyn.coate@rmit.edu.au](mailto:bronwyn.coate@rmit.edu.au).

## Research Development Unit Seminars - Feedback

A highly successful workshop on Qualitative Data Analysis was run by Helen Marshall for the Business Faculty on Wednesday 4<sup>th</sup> April, 2001 from 2.30pm to 5.00pm.

The room was filled to overflowing as staff and students learned about “the software you put on the hardware to help your wetware analyse qualitative data”. *Note: the wetware is your brain.*

CAQDAS (Computer Assisted Qualitative Data Analysis System) is a generic name for a number of software programs which can assist in providing rigour or a “filing system” for large amounts of data, including narrative data, and is particularly useful for social research. Various CAQDAS packages are listed on the website <http://caqdas.soc.surrey.ac.uk/packages.htm>

Among the better-known packages on the website are:

- NUDIST

Non-numerical Unstructured Data for Indexing, Searching and Theorising

- ATLAS/ti

The “Knowledge Workbench” which offers a variety of tools for accomplishing the tasks associated with any systematic approach to “soft” data, eg material which cannot be analysed by formal, statistical approaches in meaningful ways

The packages reduce time, save space, enable the handling of larger amounts of data, and help with rigour. However, rigour should not stifle creativity.

There are constraints to CAQDAS packages. These include:

- Hardware constraints
- Training issues
- Support issues
- Money constraints

As a follow-on from Helen Marshall’s qualitative data analysis workshop, Professor Clive Morley is currently conducting a quantitative workshop series on Multivariate Statistical Analysis.

*Report from Dr Christina Sindt who is a Research Fellow with the Transport Research Centre.*

Helen's presentation was built around use of technology for qualitative research. She covered a broad range of issues that researchers need to take into account when utilising software packages to assist them with data storage and analysis.

Helen focused on generic aspects of computer-aided qualitative research, rather than on software packages that can be utilised by researchers within a particular field. This was a good approach, given that the listeners (postgraduate research students and RMIT staff members) belonged to a number of different departments. Helen skillfully insured that the presentation was relevant to all of the attendees by describing the methodologies behind computer-aided qualitative research that are applicable to virtually any field of study.

Overall, I would rate Helen's presentation as excellent. As far as I know, the majority of fellow researchers in RMIT Business also found it very useful. The presentation has given me a lot of food for thought.

*Report from Michael Baron who is a Master by Research student with the School of Marketing.*

## **Research Funding, Scholarships and Fellowships**

Further information and application forms for all research funding and scholarships listed are available from:

Research Development Unit  
Level 3, Building 112  
City Campus  
Ext. 55594  
email: [rdu@bf.rmit.edu.au](mailto:rdu@bf.rmit.edu.au)

### **IMPORTANT NOTE**

All closing dates are external due dates. In most cases internal RMIT closing dates will be one week earlier. It is also advisable that you forward potential applications to the RDU so that where possible the RDU can offer feedback and faculty support.

### **ARC Indigenous Researchers Development Program**

The ARC supports a program to encourage participation in, and to improve the standard of research conducted by Aboriginal and Torres Strait Islander persons. The program provides funding for a research project and on the project training in research methodology.

**Closing Date: 21 June 2001**

## Congratulations....

Samuel Chan has recently completed his PhD with the School of Accounting & Law. The title of his thesis was 'Development of ethical sensitivity and ethical judgement in accounting students: An empirical study of the effectiveness of an accounting ethics intervention'.

Kim Hassall from the School of Marketing has also recently completed his Master of Business by Research. The title of Kim's thesis was 'A data envelopment approach for examining financial data and share market returns (Case study: The Australian transport sector)'.

Well done and congratulations Samuel and Kim !

## What's New in the RDU Library

### Working Papers (External to RMIT)

Reiman, C. & Zambruno, E., 'The ethnic wage gap in Australia – When accounting for linked employer-employee data', *Department of Management Working Paper Series*, Faculty of Business and Economics, Monash University, WP 07/01 January 2001.

De Cieri, H., Wolfram Cox, J. & Fenwick, M.S., 'Think global, act local from naïve comparison to critical participation in the teaching of strategic international human resource management', *Department of Management Working Paper Series*, Faculty of Business and Economics, Monash University, WP 08/01 February 2001.

De Cieri, H. & Olekalns, M., 'Workforce diversity in Australia: Challenges and strategies for diversity management', *Department of Management Working Paper Series*, Faculty of Business and Economics, Monash University, WP 09/01 February 2001.

Fenwick, M. & De Cieri, H., 'Performance management: Linkage strategy and human resources', *Department of Management Working Paper Series*, Faculty of Business and Economics, Monash University, WP 10/01 February 2001.

Dean, A.M. & Kiu, C., 'Performance monitoring and quality outcomes in contracted services: An exploratory study', *Department of Management Working Paper Series*, Faculty of Business and Economics, Monash University, WP 11/01 February 2001.

Reser, C.L.W. & Sarros, J.C., 'The future of leadership research', *Department of Management Working Paper Series*, Faculty of Business and Economics, Monash University, WP 11/01 February 2001.

Barrett, B. & Waddell, D. 'Quality culture and its impact on quality performance', *Department of Management Working Paper Series*, Faculty of Business and Economics, Monash University, WP 19/01 May 2001.

Hanley, G., 'Union effectiveness: It ain't watcha do – it's the way that you do it – that's what gets results', *Department of Management Working Paper Series*, Faculty of Business and Economics, Monash University, WP 20/01 May 2001.

McKeown, T., 'The marginalised and vulnerable within the professional contractor workforce', *Department of Management Working Paper Series*, Faculty of Business and Economics, Monash University, WP 21/01 May 2001.

Tharenou, P., 'Does training improve organizational effectiveness? A review of the evidence', *Department of Management Working Paper Series*, Faculty of Business and Economics, Monash University, WP 22/01 May 2001.

Edwards, R. 'Foreign direct investment: One element of corporate strategy', *Department of Management Working Paper Series*, Faculty of Business and Economics, Monash University, WP 23/01 May 2001.

Frost, W., 'Strategies for effective tourist data collection for small regional areas: A case study of the Echuca-Moama tourism study', *Department of Management Working Paper Series*, Faculty of Business and Economics, Monash University, WP 24/01 May 2001.

Zhu, C.J. & Dowling, P.J., 'Reforms in ownership structure and their impact in China : Implications for international business', *Department of Management Working Paper Series*, Faculty of Business and Economics, Monash University, WP 25/01 May, 2001.

Petrovic-Lazarevic, S., 'Electorinc business cultural ethical dilemmas', *Department of Management Working Paper Series*, Faculty of Business and Economics, Monash University, WP 26/01 May, 2001.

Rich, J. & Teicher, J., 'Testing efficiency wage theory : The views of actual market participants', *Department of Management Working Paper Series*, Faculty of Business and Economics, Monash University, WP 27/01 May, 2001.

Spicer, A., Selsky, J. & Teicher, J., 'Conflict and collaboration in the 1998 Melbourne port labour dispute : The role of discourses in domain evolution', *Department of Management Working Paper Series*, Faculty of Business and Economics, Monash University, WP 28/01 May, 2001.

Yu, X., Weiler, B. & Ham, S., 'Intercultural communication and mediation : A framework for analysing intercultural competence of Chinese tour guides', *Department of Management Working Paper Series*, Faculty of Business and Economics, Monash University, WP 29/01 May, 2001.

## **Research Development Unit**

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### **Staff at the RDU**

Professor Robert Brooks, Associate Dean (Research)

Jenny Diggle, Director, Industry Research

Libby Hess, Administrative Officer

Bronwyn Coate, Research Officer

Liz Merlot, Administrative Officer

Maree Schweitzer, Research Student AO

Allison Dutka, Administrative Assistant

The aim of this newsletter is to keep staff informed of research activity within RMIT Business and of research opportunities both outside and within the faculty. If you have any contributions (we are always interested in research or researchers for our feature article) that you think would be of interest to the faculty please contact Bronwyn Coate at the RDU.

The *Business Research News* is also available for viewing on the RDU's web site shortly after it has been distributed in paper form. The web site also contains information for research staff and students including the RDU's library holdings.