

C O N T E N T S

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Dean

RMIT University's goal is to create and sustain a distinctive world-class university at the forefront of technical and professional education and real-world research.

RMIT Business is one of the first Faculties to restructure itself into Schools which combine the VET and Higher Education sectors as part of achieving this objective. This restructuring process began in 1998 and will be finalised in 1999.

The research in this report reflects the broad range of scholarly activities that staff from the new Schools within Business undertaken in 1998. Of particular note are the two ARC SPIRT grants obtained by staff within the School of Economics and Finance. One of these undertaken in collaboration with J.B. Were Stockbroking Ltd, will examine the development of a new sub-category of benchmark indices on the Australian Stock Exchange. The other, in collaboration with Edith Cowan University, the Australian National University and ASSIRT Pty Ltd will evaluate and analyse various measures of factors influencing the performance of the Australian investment funds industry. We are pleased to include the an entry from the Centre for Workplace Culture Change (CWCC) in this years report. The CWCC is a commercial research and consulting centre within RMIT, working in the broad area of organisational change.

Under the Acting Director, Associate Professor Margaret Jackson, the Transport Research Centre was successful in gaining a three year commitment from the Department of Infrastructure to continue their valuable work on the VATS data collection which has been applied to studies as varied as motor crash rates in Melbourne to the development of scenarios of transport activity.

A research team in the School of Management, comprising of staff of the School and postgraduate students who were also practising managers in Victorian Local Government authorities, conducted some exploratory research into the experiences of six metropolitan councils to discover how customer/citizen feedback is utilised to inform and shape the ongoing provision of selected municipal services. The results of this project have been fed back into local government authorities via distribution of their report but also by the researchers themselves.

The School of Business Information Technology has recently won a tender from the Office of Library Services, Department of Infrastructure to investigate opportunities for the convergence of services offered in the Wimmera district of Victoria, based on the existing mobile book service. The project will involve the collaboration of staff from the previous higher education departments which merged to form the new School in 1998.

Staff across business have been very active at conferences, invited lectures, seminars and workshops across a wide range or commercial, tertiary education and government organisations both locally, nationally and internationally. Once again RMIT Business has supervised a notable number of research students. There were 106 students whose theses were either in progress or who have submitted their thesis for examination. In addition there were six doctoral students and three masters students whose theses successfully passed examination.

Associate Professor Ray Brooks
Acting Dean. RMIT Business

BOOKS

Fraser, I., Fraser, S., Gionea, J., *Economics for Business*, 2nd edn, McGraw Hill, Sydney, 1998.

Jackson, J. & McIver, R., McConnell, C.(ext) & Brue, S.(ext), *Economics*, 5th edn, McGraw Hill Australia, 1998.

Jackson, J. & McIver, R., McConnell, C. & Brue, S., *Microeconomics*, 5th edn, McGraw Hill Australia, 1998.

Jackson, J. & McIver, R., McConnell, C. & Brue, S., *Macroeconomics*, 5th edn, McGraw Hill Australia, 1998.

ARTICLES IN REFEREED JOURNALS

Jackson, M., 'Keeping secrets: international developments to protect undisclosed business information and trade secrets', *Information, Communication and Society*, vol.1, no.4, 1998, pp.467-487.

O'Neill, M., Bellamy, B., Jackson, M., & Morley, C., 'Women in Accounting in Australia: Professional Participation and Career Progression', *Accounting Research Journal*, vol 11, no.2, 1998..

CONFERENCE PAPERS and PRESENTATIONS

Atchison, M., 'Co-operative education: the pilot peer-mentoring program at RMIT Business', *10th World Conference on Co-operative Education Proceedings*, South African Society for Co-operative Education, Cape Town, South Africa, 1998, pp.1-13.

Bigelow, H., 'A mile in your shoes too: steps to successful adjustment across cultures', 33rd Australian Psychological Society Annual Conference, Melbourne, October 1998.

O'Neill, M., Bellamy, S., Jackson, M. & Morley, C., 'A gender profile of CPAs in Australia: lags and gaps', 21st Annual Conference of the European Accounting Association, Antwerp, Belgium, April, 1998.

O'Neill, M., Bellamy, S., Jackson, M. & Morley, C., 'The accounting profession in Australia: an analysis of the participation and career progression of female accountants', Annual Conference of the British Accounting Association, Manchester, UK, April, 1998.

O'Neill, M., Bellamy, S., Jackson, M. & Morley, C., 'CPAs in Australia: a statistical analysis of membership profiles and trends', AAANZ Conference, Adelaide, July, 1998.

INVITED LECTURES, SEMINARS and WORKSHOPS

Atchison, M., 'Presentations - self and material', AIESEC State Conference, Healesville, May 1998.

Atchison, M., 'AIESEC in the community', AIESEC State Conference, Melbourne, July 1998.

Fraser, I., 'Transition from a command economy to a free market economy', Leadership and Management program for Vietnamese senior officials and business people, RMIT Business, Melbourne, March 1998.

CONFERENCE DISCUSSANTS

Bigelow, H., discussant of 'The mental health of ethnic minority groups in Australia: problems and directions', Symposium 9, 33rd Australian Psychological Society Annual Conference, Melbourne, October 1998.

EXTERNAL BOARD and COMMITTEE MEMBERSHIPS

Atchison, M., AIESEC Industry Board of Advisers, 1998.

MONOGRAPHS and REPORTS

Jackson, M., Couchman, S. & Grogan, L., 'Prospects for increased enrolments at Ivanhoe Girls' Grammar School from the inner northern suburbs', Research Development Unit, 1998.

Brooks, R., Couchman, S., Jackson, M., Marton, N. & Stewart, M., 'The Economic Impact of RMIT: The Contribution of RMIT University to the Australian Economy,' RMIT University, Melbourne.

PRINT MEDIA

O'Neill, M. & Jackson, M. 'When the beans are down, more women count', *Sunday Herald Sun*, 22 February, 1998.

APPOINTMENTS

Atchison, M., re-appointed President Australian Co-operative Education Society (Vic), March 1998.

RESEARCH AWARDS

Atchison, M. & Undergraduate Professional Development Programs team, RMIT Quality Award for International Programs, 1998.

GRANTS and RESEARCH FUNDING (EXTERNAL)

Atchison, M., 'The first complete edition of Chansonier (I) of the Oxford, Bodleian MS Douce 308', The British Academy, £1,000.

Atchison, M., 'Unleashing the potential of work-integrated-learning through professionally trained academic and industry supervisors', CUTSD Staff Development Grant, \$96,580. (Swinburne University of Technology formally applied for this grant. RMIT University, Central Queensland University and University of Wollongong were the Cross Institutional applicants.)

O'Neill, M., Bellamy, S., Jackson, M. & Morley, C., 'Women in the Accounting Profession', Australian Society of CPAs Victorian Division, \$10,000.

Accounting and Law

The School of **Accounting and Law**, established in mid 1998, brings together members from the VET sectors of accounting, financial studies and law and the HE sectors of accountancy and business law. It is well-positioned to undertake research projects in most aspects of the business services industry.

The School has continued to improve its research output in 1998, with increased numbers of articles in refereed and professional journals. Four textbooks were published, including the 7th edition of 'Understanding Company Law' by Associate Professor Phillip Lipton and Abe Herzberg (from Monash University). Three students were awarded their PhDs in 1998, another was awarded his Masters and two students submitted their PhDs for examination.

Research grants from industry were lower than in previous years and increasing this support will be a priority for the School in 1999.

In 1998 the School has maintained its strong links with the accounting profession. Marcia O'Neill was appointed a member of the Executive of the Victorian Divisional Council of the Australian Society of CPAs and has been actively involved either as chair or as a member of ASCPA committees. Associate Professor Philomena Leung was elected as a council member to the English Association of Chartered Certified Accountants (ACCA) and is also a chair or member of ACCA Committees. Other staff have contributed to professional body activities in a number of ways.

BOOKS

Burns, B., *Kramer's Cards - An Accounting Practice Set*, J. Wiley Ltd., Brisbane, 1998.

Leung, P., Cooper, B.J., Mathews, C., & Carlson, P., *Accounting and Finance for Managers - New Zealand Edition*, Jacaranda Wiley Ltd., Queensland, 1998.

Lipton, P. & Herzberg, A., *Understanding Company Law*, 7th edn, The Law Book Company Ltd, Sydney, 1998.

Lipton, P., Herzberg, A. & Von Nessen, P., *Essential Corporations Legislation*, 4th edn, The Law Book Company Ltd, Sydney, 1998.

ARTICLES IN REFEREED JOURNALS

Dellaportas, S., 'Spending down assets to maximise the pension: identifying and exploring the ethical issues', *Australian Accounting Review*, vol.8, no.2, November 1998, pp.43-50.

Evans, P., 'A self-learning project with undergraduate accounting students using videos and computer technology', *Issues in Accounting Education*, vol.13, no.3, 1998, pp.729-746.

Haberfield, L., 'Lowns v Woods and the duty to rescue', *The Tort Law Review*, vol.6, no.1, 1998, pp. 56-80.

Inglis, R.M. & Dall'Alba, G., 'The re-design of a management accounting course based upon principles for improving the quality of teaching and learning', *Accounting Education*, vol.7, no.3, 1998, pp.193-207.

Leung, P., 'Accountancy ethics in the classroom: an Australian case study', *Asian Review of Accounting*, Special Edition Education Issue, vol.6, no.1, 1998.

Lipton, P., 'Book review of "Corporate Voluntary Administration Law"', *Insolvency Law Journal*, vol.6, 1998, pp.159-160.

O'Neill, M., Bellamy, B., Jackson, M., & Morley, C., 'Women in Accounting in Australia: Professional Participation and Career Progression', *Accounting Research Journal*, vol.11, no.2, 1998, pp.387-399.

Watty, K. & Carlson, P., 'Demand for international accounting standards: a customer quality perspective', *Advances in International Accounting*, vol.11, 1998, pp.133-154.

Watty, K., Cahill, D. & Cooper, B., 'Graduate attributes: perceptions of accounting academics', *Asian Review of Accounting*, Special Edition Education Issue, vol.6, no.1, 1998, pp.68-83.

ARTICLES IN PROFESSIONAL and ACADEMIC JOURNALS

Barkoczy, M.L. & Barkoczy, S., 'A new dimension on work in progress', *CCH Tax Week*, no.42, 1998, pp.661-663.

Barkoczy, S. & Barkoczy, M.L., 'Spouse superannuation contributions', *Law Institute Journal*, vol.72, no.10, 1998, pp.77-78.

Carlson, P., 'IASC financial reporting standards in ASEAN', *Accounting and Business*, April, 1998, pp. 37-38.

Leung, P., 'A world of opportunity', *Accounting and Business*, July, 1998, pp.5-7.

Lipton, P., 'The statutory assumptions in S164(3) of the corporations law', *Australian Company Secretary*, vol.50, no.6, July, 1998, pp.260-262.

Lipton, P., 'Turquand's case exceptions resuscitated', *Australian Company Secretary*, vol.50, no.5, June 1998, pp.212-215.

O'Neill, M., 'Many snakes, few ladders: women in the profession', *Australian Accountant*, vol.68, no.1, 1998, pp.14-16.

Rowles, T., Hutton, B. & Bellamy, S., 'AAS 27: a survey of local government views', *Australian CPA*, May, 1998, pp.46-49.

Rowles, T., Hutton, B. & Bellamy, S., 'Recognising land under roads: local government views', *The Australian Municipal Journal*, vol. 77, no. 1119, 1998, pp. 29-30.

Rowles, T., Hutton, B. & Bellamy, S., 'Valuation of land under roads', *Australian Property Journal*, vol.35, no.3, August, 1998, pp.260-262.

CONFERENCE PAPERS and PRESENTATIONS

Bellamy, S., Rowles, T. & Hutton, B., 'Conceptual and measurement issues in accounting for land under roads with views of Australian local government financial managers', Asian Network of Schools of Accounting Symposium, Melbourne, April 1998.

Cahill, D., Cooper, B. & Leung, P., 'A diverse and multicultural profession: immigrant accountants in the Australian accounting profession', Asian Network of Schools of Accounting Symposium, Melbourne, April 1998.

O'Neill, M., Bellamy, S., Jackson, M. & Morley, C., 'A gender profile of CPAs in Australia: lags and gaps', 21st Annual Conference of the European Accounting Association, Antwerp, Belgium, April 1998.

O'Neill, M., Bellamy, S., Jackson, M. & Morley, C., 'The accounting profession in Australia: an analysis of the participation and career progression of female accountants', Annual Conference of the British Accounting Association, Manchester, UK, April 1998.

O'Neill, M., Bellamy, S., Jackson, M., Morley, C., 'CPAs in Australia: a statistical analysis of membership profiles and trends', AAANZ Conference, Adelaide, July 1998.

Rickard, P., 'Planning a program evaluation? Ever thought internal audit may be the custodians of useful background information?', *1998 International Conference Australasian Evaluation Society Proceedings*, Australasian Evaluation Society, Melbourne, vol.1, pp.217-237.

Rowles, T. & Hutton, B., 'Accounting for land under roads: towards resolution of conceptual and measurement issues', 21st Annual Conference of the European Accounting Association, Antwerp, Belgium, April 1998.

Rowles, T., Hutton, B. & Bellamy, S., 'Accounting for infrastructure assets: the case for land under roads', Accounting Association of Australia and New Zealand, Adelaide, July 1998.

Rowles, T., Hutton, B. & Bellamy, S., 'Accounting for land under roads: views of local government financial managers in Australia with observations about conceptual and measurement issues', Annual Conference of the British Accounting Association, Manchester, UK, April 1998.

Watty, K. & Broadbent, A., 'The implementation and evaluation of "Management Accounting Systems": an undergraduate final year elective', Teaching and Learning Symposium, AAANZ Conference, Adelaide, July 1998.

Watty, K. & Cahill, D., 'Exploring stakeholders perspectives of quality in accounting education', Asia-Pacific Conference on International Accounting Issues, Maui, Hawaii, USA, October 1998.

Watty, K., 'Tackling the issue of graduate attributes from the grass roots level: a process of change', Annual Conference of the British Accounting Association, Manchester, UK, April 1998.

Woolley, R. & Carlson, P., 'International accounting standards and economic growth: an empirical investigation of their relationship in Asia', 10th Asian Pacific Conference on International Accounting Issues, Maui, Hawaii, USA, October 1998.

INVITED LECTURES, SEMINARS and WORKSHOPS

Adams, K., 'Accounting for non accountants', Southcorp Ltd, May 1998.

Bellamy, S., 'Financial statement analysis', Dun & Bradstreet Pty Ltd, April 1998.

Hutton, B., 'Credit and operational management', South Pacific Types Ltd, Melbourne, August 1998.

Hutton, B., 'Effective commercial collection techniques', Dun & Bradstreet Pty Ltd, Melbourne, November 1998.

Hutton, B., 'Financial management', Ericsson Australia Ltd, Melbourne, July & November 1998.

Hutton, B., 'Understanding and interpreting financial statements', Dun and Bradstreet Australia Ltd, Melbourne, August 1998.

Inglis, R., 'Bridging the gap between marketing and accounting', Victorian Division of the Australian Centre for Management Accounting Development (ACMAD), Melbourne, September 1998.

Inglis, R., 'Using a case study research design', RMIT EPI Forum on Qualitative Research Methods, Melbourne, June 1998.

Leung, P., 'An international perspectives for accountants' Chairperson's Official Address, ACCA Australia Centre Launch, Sydney, November 1998.

Leung, P., 'Auditing research and practice in Australia', East-West Chinese Delegation from the Ministry of Finance, RMIT, December 1998.

Lipton, P., 'Changes to the corporations law in relation to common seals', Corporate Registry Services Seminar, Melbourne, August 1998.

Rowles, T., 'Valuation of land under roads', Australian Property Institute, Discussion Group, Melbourne, June 1998.

Watty, K., 'Accounting education in Australia', Open Forum Discussion, Invited Presentation, Asian Network of Schools of Accounting (ANSA), Melbourne, April 1998.

CONFERENCE DISCUSSANTS

Bellamy, S., discussant of, 'Some reflections on the use of the action-research methodology to help the development of accounting education in universities', (M.Kelly, H.Davey & N.Haigh), 10th Asian Pacific Conference on International Accounting Issues, Maui, USA, October 1998.

Bellamy, S., discussant of, 'Student ethnic diversity and accounting: class/teacher dimensions', (E.Evans & T.M. Porcano), 10th Asian Pacific Conference on International Accounting Issues, Maui, USA, October 1998.

Bellamy, S., discussant of, 'An empirical investigation of some factors affecting student performance in an introductory accounting course', (H.Wijewardena, K.Rudkin & A.Chowdhury), 10th Asian Pacific Conference on International Accounting Issues, Maui, USA, October 1998.

Evans, P., convener and discussant of, 'A comment of using surrogate measures to assess social desirability response bias' (B.O'Connell), Asian Network of Schools of Accounting Symposium, Melbourne, April 1998.

Evans, P., convener and discussant of, 'Industry group sensitivity to the environment: an Australian perspective' (T.Wilmhurst), Asian Network of Schools of Accounting Symposium, Melbourne, April 1998.

Evans, P., convener and discussant of, 'The impact of organisational culture on accounting lag' (B.Gurd), Asian Network of Schools of Accounting Symposium, Melbourne, April 1998.

Leung, P., discussant, 'The Association between the Client's Business Risk, Audit Risk and Corporate Accountability: A Theoretical Perspective' (Professor Louis Braiotto), 10th Asian Pacific Conference on International Accounting Issues, Maui, USA, October 1998.

Leung, P., discussant, 'Auditor Choice in the Asian Emerging Market for the Conglomerates and Family-Controlled Companies' (Su, Yeh & Ko), 10th Asian Pacific Conference on International Accounting Issues, Maui, USA, October 1998.

Leung, P., discussant, 'The Effects of Auditor Choice by Foreign Registrants in US Capital Markets: Evidence from Israeli Initial Public Offerings' (Edward B Douthett, Jr.), 10th Asian Pacific Conference on International Accounting Issues, Maui, USA, October 1998.

EDITORSHIPS (BOOKS and JOURNALS)

Leung, P., joint editor, *Asian Review of Accounting* Journal, Australia.

Lipton, P., editor, *Current Commercial Law*, The Law Book Company Ltd, Sydney, 1998.

EXTERNAL BOARD and COMMITTEE MEMBERSHIPS

Adams, K., member of ASCPA Audit Cell, 1994 - 1998.

Adams, K., reviewer ANSA Symposium, 1998.

Adams, K., reviewer, Published Accounts Program, The Institute of Chartered Accountants in Australia, 1998.

Adams, K., group leader, Accounting 1 Module - Professional Year, The Institute of Chartered Accountants in Australia, 1998.

Adams, K., group leader, Ethics Module - Professional Year, The Institute of Chartered Accountants in Australia, 1998.

Adams, K., member of examiners' panel, Accounting 1 Module - Professional Year, The Institute of Chartered Accountants in Australia, 1998.

Adams, K., member of examiners' panel, Ethics Module - Professional Year, The Institute of Chartered Accountants in Australia, 1998.

Bellamy, S., editorial board member, *Asian Review of Accounting*, Australia, 1998.

Bellamy, S., editorial board member, *Accounting Forum*, Australia, 1998.

Bellamy, S., book review editor, *Accounting Forum*, Australia, 1998.

Bellamy S., member, Public Sector Committee, Australian Society of Certified Practising Accountants (Victoria), 1998.

Bellamy, S., deputy chair, Victorian Universities Committee (Heads of Accounting Schools), 1998.

Evans, P., reviewer, Best Papers Award, 2nd Asian Network of Schools of Accounting Symposium, Melbourne, April 1998.

Evans, P., reviewer, Western Decision Sciences Institute, 28th Annual Meeting, Puerto Vallarta, Mexico, April 1999.

Evans, P., invited submission and presentation, members of the sub-committee undertaking inquiry into environmental accounting and reporting, Public Accounting and Estimates Committee, Parliament of Victoria

Leung, P., editor and convenor, Conference Papers and Best Papers Award, 2nd Asian Network of Schools of Accounting Symposium, Melbourne, April 1998.

Leung, P., editorial board member, *Asian Review of Accounting*, Australia, 1998.

Leung, P., syllabus advisory panel, Ethics PY Module, The Institute of Chartered Accountants in Australia, 1998.

Leung, P., advisory panel, Auditing CPA Segment, Australian Society of CPAs, 1998.

Leung, P., chair of external review panel, Graduate Diploma in International Accounting, TAFE NSW, 1998.

Leung, P., judges panel, University Challenge: Creating Skills for Industry, RMIT University and Melbourne University, 1998.

Leung, P., council member, Association of Chartered Certified Accountants (ACCA), 1998.

Leung, P., national chair, National Committee, ACCA Australia Centre, 1998.

Leung, P., chair, State Committee, ACCA Australia Centre, 1998.

Leung, P., external reviewer, Office of Review, Education Victoria, 1998.

Lipton, P., member of Executive, Corporate Law Teachers Association, 1998.

O'Neill, M., divisional councillor and vice president, Australian Society of CPAs, Victorian Division, 1998.

O'Neill, M., member of executive, Australian Society of CPAs, Victorian Divisional Council, 1998.

O'Neill, M., chair, Corporate Governance Committee, Australian Society of CPAs, Victorian Division, 1998.

O'Neill, M., committee member, National Membership and Education Committee, Australian Society of CPAs, 1998.
Rowles, T., member of ASCPA's External Reporting Cell, 1998.

WORKING PAPERS and OCCASIONAL PAPERS

Woolley, R., 'International accounting standards and economic growth: an empirical investigation of their relationship in Asia', *RMIT Business Working Paper Series*, WP 98/4.

MONOGRAPHS and REPORTS

Leung, P., 'Report of an Independent Review of 1997 Financial Data from Government Schools', Department of Education, Victoria, 1998.

Siliato, A. & Wijaya, R., 'Foundation Studies Business Report', RMIT Business, 1998.

DEGREES BY RESEARCH (IN PROGRESS, SUBMITTED OR COMPLETED)

Cao, Y., 'Development of the audit profession in China during periods of significant economic restructure', Masters (in progress).

Carlson, P., 'A comparative analysis of the history and development of corporate reporting regulatory systems in Australia, Singapore and Malaysia', PhD (completed).

Chan, S., 'Development of ethical sensitivity and ethical judgement in accounting students: an empirical study of the effectiveness of an accounting ethics intervention', PhD (in progress).

Dellaportas, S., 'The effect of accounting education on students' moral development', PhD (in progress).

Evans, P., 'Accounting concepts and costs relating to management of the environment', PhD (in progress).

Faux, J., 'Role of the environmental financial information in the decision making process of shareholders and environmentalists and the development of a reporting model', PhD (in progress).

Hutton, B., 'Assessing trade credit risk in manufacturing: an investigation of decision outcomes and their determinates', PhD (in progress).

Kilgore, A., 'Significance of audit committees and their impact on the perception of audit quality', PhD (in progress).

Leung, P., 'Ethical perceptions in the Australian accounting profession - an empirical analysis', PhD (completed).

Myers, P., 'Auditor independence: the views of natural shareholders in Australia', PhD (in progress).

Raar, G., 'An exploration of environmental cost information for purposes of reporting and decision making: an industry perspective', PhD (submitted).

Sadhu, M., 'An analysis of information contained in directors statutory review of operations', Masters (completed).

Sciulli, N., 'The use of costing systems to facilitate the competitive tendering and contracting decision making process in the public sector', PhD (in progress).

Shying, M., 'The written word and accounting ideas: a cross-cultural examination of comprehension', PhD (in progress).

Sofocleous, S., 'Accounting, taxation and fiscal instruments: the influence of forest users and the sustainability of Australian native forests', PhD (in progress).

Sop, M., 'Evolution and practices of the traditional and contemporary management accounting models in Australia', PhD (in progress).

Tippet, J., 'Ethical investment in Australia', PhD (submitted)

Watty, K., 'Quality improvements in accounting education: identifying the link between the profession and academia', PhD (in progress).

Zhang, M., 'Evolution of going concern reporting in Australia', PhD (in progress).

RADIO and TELEVISION PRESENTATIONS

O'Neill, M., 'More women are becoming accountants', 96.5FM Community Radio, 9 February, 1998.

PRINT MEDIA

Bellamy, S., 'Accounting for land under roads: council views', *Public Sector Bulletin*, March, 1998, p.5.

Bellamy, S., 'Environmental accounting in local government in Australia', *Public Sector Bulletin*, December, 1998, pp.5-6.

Leung, P., 'British merger moves', *Business Review Weekly*, 12 October, 1998, p.106.

O'Neill, M., 'CPA research shows more women are becoming accountants', CPA News, Victorian Division, No. 2, Vol 3., March, 1998, p.1.

O'Neill, M., 'Women have numbers but no clout', *The Australian Financial Review*, 6 February, 1998, p.19.

O'Neill, M. & Jackson, M., 'When the beans are down, more women count', *Sunday Herald Sun*, 22 February, 1998, p.61.

O'Neill, M., 'Calling careers to account', *Herald Sun*, 24 March, 1998, p.30.

GRANTS and RESEARCH FUNDING (EXTERNAL)

Hutton, B. & Myers, P., 'Construction of a database to undertake research into student performance', Australian Society of CPAs, \$5,000.

Hutton, B. & Rowles, T., 'Valuation methodologies in local government in respect to land under roads', Valuer General Office, \$6,000.

Hutton, B. & Bellamy, S., 'Further research into methodologies for valuing non marketable land assets', Land Victoria, \$6,000.

O'Neill, M., Bellamy, S., Jackson, M. & Morley, C., 'Women in the accounting profession', Australian Society of CPAs Victorian Division, \$10,000.

GRANTS and RESEARCH FUNDING (INTERNAL)

Paderno, F., 'Small business research on business activity in the art and design industry', RMIT Business Research Grant, \$2,000 (seed funding).

Stephenson, B., Development of resource material and off-campus learners guide for subject: 'Financial Decision Making', Education Program Improvement, RMIT University, \$10,000.

Young, A., 'A model to define corporate governance', RMIT Business Research Grant, \$1,000 (seed funding).

Young A. & Gowland, D., 'An interactive approach to learning auditing', Educational Services Group, Teaching and Learning Unit, \$5,000.

OTHER

Leung, P., assessor, University Grants Committee, Research Grants Council, Hong Kong.

Leung, P., interviewed by Tony Thomas, Editor, *Business Review Weekly*, 25 September, 1998.

Leung, P., interviewed by Neil Sharpe, Editor, *Chartac*, 14 October, 1998.

Lipton, P., assessor, ARC Large Research Grants.

Lipton, P., assessor, Queensland University of Technology 1998 Grants in Support of Scholarship in the Professions.

Rickard, P., conference treasurer, 1998 International Conference Australasian Evaluation Society, Melbourne, October 1998.

Rowles, T. & Hutton, B., questionnaire, 'Quantification of land under roads for financial reporting purposes', summary of Local Governments in Victoria for financial reporting purposes for Land Victoria, July 1998.

Rowles, T., Hutton, B. & Bellamy, S., 'Implementation of accounting standards relating to the valuation of land under roads by local government', a survey and case study research into the implementation, acceptance and understanding of Accounting Standard AAS 27, 'Financial reporting by local governments'.

Rowles, T. & Hutton, B., for Land Victoria surveyed Victorian local governments concerning methodologies employed in the measurement of land under roads for financial reporting purposes.

the SCHOOL OF

Business Information Technology

The School of **Business Information Technology** has recently won a tender from the Office of Library Services, Department of Infrastructure to investigate opportunities for the convergence of services offered in the Wimmera district of Victoria, based on the existing mobile book service. The project will involve the collaboration of staff from the previous higher education departments which merged to form the new School in 1998.

Staff across business have been very active at conferences, invited lectures, seminars and workshops across a wide range of commercial, tertiary education and government organisations both locally, nationally and internationally. Once again RMIT Business has supervised a notable number of research students. There were 106 students whose theses were either in progress or who have submitted their thesis for examination. In addition there were six doctoral students and three masters students whose theses successfully passed examination.

BOOKS

Ponting, J., *Legal Studies Study Dictionary*, Oxford University Press, Melbourne, 1998.

Tatnall, A., Davey, B., Burgess, S. & Davison, A., *Management Information Systems: Concepts, Issues, Tools and Applications*, Data Publishing, Heidelberg, 1998.

ARTICLES IN PROFESSIONAL and ACADEMIC JOURNALS

Cerotti, P.R. & Clifton, J., 'How Australian organizations use global communications', *Group Decision and Negotiation*, vol 7, 1998, pp. 435-446.

Martin, B., 'The concept of knowledge management and its application', *VicSpecials*, vol.15, no.3, September, 1998, pp.3-4.

Smith, B., 'Book review - Chris Healy, "From the ruins of colonialism - history as social memory"', *Archives and Manuscripts*, vol.26, no.1, May, 1998, pp.131-2.

Smith, B., 'Book review - Vitaly Shentalinsky, "The KGB's Literary Archives"', *Archives and Manuscripts*, vol.26, no.1, May, 1998, pp.134-5.

Smith, B., 'Lost memory: the paper drives of World War II', *The Australian Library Journal*, vol.47, no.4, November, 1998, pp.308-314.

Tanner, K., 'The search for a future' (Book Review - 'Information Professionals at the Crossroads: Changes as Opportunity'), *The Australian Library Journal*, vol.47, no.3, August, 1998, pp.295-296.

Tanner, K., 'Ethics for the information age', Book Review of 'The Principles of Information Ethics', *The Australian Library Journal*, vol.47, no.4, November, 1998, pp.413-414.

CONFERENCE PAPERS and PRESENTATIONS

Abi-Raab, M., 'What happened to our professional code of ethics', Kuwait Conference on Information Highway 'Technology serving society', (invited speaker), Kuwait, March 1998.

Davey, B. & Reyes, G., 'Overcoming resistance to integration: client server systems and data warehousing', 4th Conference IFIP Working Group 3.7, Maine, USA, July 1998.

Reyes, G., 'A model illustrating the implications of information integration on educational administration', 4th Conference IFIP Working Group 3.7, Maine, USA, July 1998.

INVITED LECTURES, SEMINARS and WORKSHOPS

Martin, W., 'The business implications for the year 2000 problem', Logistics Management Association, Melbourne, September 1998.

Martin, W., 'The concept of knowledge management and its application', VicSpecials/Health and Law Libraries Groups Combined Seminar, Melbourne, May 1998.

Martin, W., 'Education for records management', Records Management Association, Melbourne, September 1998.

Martin, W., 'Knowledge: changing the focus from production to management', Monash Mt Eliza Business School, Melbourne, May 1998.

Martin, W., 'Leveraging knowledge for corporate performance', Institute for Information Management, Sydney, May 1998.

Martin, W., 'Navigating the journey from information management to knowledge management', Records Management Association of Australia, Victorian Branch, Western Port Marina, Melbourne, April 1998.

Martin, W., 'Knowledge management, a business imperative', Rio Tinto Australia, Senior Staff Seminar, Perth, September 1998.

Martin, W., 'Knowledge management and the learning organisation', Course in Risk Management for the Public and Private Sectors, National Management Education Centre, Melbourne, September 1998.

McKay, E., 'Graphical metaphors: are they really worth a thousand words?', Doctoral Research Project Workshop, Presenting the Learning Process Dynamics Model, Deakin University, Melbourne, May 1998.

McKay, E., 'Graphical metaphors: are they really worth a thousand words?', Tenth Annual Instructional Technology Institute, Automating Instructional Design Should We? Can We? Will We?, Utah State University, USA, September 1998.

Smith, B., 'Records manager's: Perceptions of qualification', Records Management Association of Australia, Victorian Branch, Western Port Marina, Melbourne, April 1998.

Tanner, K., 'Do teacher librarians still buy books? School library "collections" in the electronic age', Australian Library and Information Association Schools Section (Victorian Group) Conference, Parkville, June 1997 (published in 1997 but not available till 1998).

Tanner, K., 'Survey research methods', School of Information Management and Systems, Monash University, Caulfield campus, Melbourne, May 1998.

EDITORSHIPS (BOOKS and JOURNALS)

Ponting, J., Editorial Committee, *Alternative Law Journal*, 1998.

Smith, B., Editor, *International Council on Archives, Section on Business and Labour Archives Newsletter*, 1998

MONOGRAPHS and REPORTS

Cane, G. & Ponting, J., 'Telecommunications support for professional development program in rural library networks: report of a study undertaken for Mildura Rural City Council Library Service and Office of Local Government', Department of Infrastructure, Melbourne, 1998.

Gilderdale, S., 'An investigation into the effectiveness of recruitment, induction and training procedures', Commonwealth Bank of Australia, 1998.

DEGREES BY RESEARCH (IN PROGRESS, SUBMITTED OR COMPLETED)

Agombar, S., 'Factors underlying the design of an information architecture for transnational information services', PhD (in progress).

Cassie, A., 'Application of soft systems methodology to assist in the development of effectiveness measures for the Australian Army', Masters (in progress).

Chishti, M., 'Strategy, technology and mangement process: a grounded understanding of information technology based business process transformation', PhD (in progress).

Davis, M., 'A Delphi study to forecast policy trends related to knowledge management in the civil justice system for commerce in Victoria', PhD (in progress).

Deal, D., 'Study of the relationship between task elimination and actual task costs in the development of information systems', Masters (in progress).

Ellis, J., 'Knowledge management: case study review/analysis of "learning organisations" which generate and exploit their knowledge base, and the affect of the information management infrastructure in enabling this', PhD (in progress).

McKenzie, B., 'Increasing the availability and use of quality information about drugs and drug use in school communities', Masters (in progress).

Moussi, C., 'A model for implementation of business information systems in developing countries', Masters (in progress).

Murch, S., 'Restructuring chaos: towards transparent information retrieval', Masters (in progress).

Olsen, P., 'A framework to assess effectiveness, useability and user satisfaction associated with computer programs used for educational management', Masters (in progress).

Pendit, P., 'The use of information technology in public informations services: an interpretive study of structural change via technology in the Indonesian Civil Service', PhD (in progress).

Ponting, J., 'Australian food and wine online: www marketing practices of Australian food and wine manufacturers', PhD (in progress).

Reyes, G., 'The implications of information systems (IS) performance of matching IS organisational structure with the organisational environment', PhD (in progress).

Rossato, J., 'An examination of national communications infrastructure in relation to information warfare', Masters (in progress).

Skinner, S., 'Racist disinformation on the WWW: the role of anti-racist sites in providing balance', PhD (in progress).

Weiszyk, M., 'Development of a national standard for the collection, analysis and presentation of computer crime evidence', Masters (in progress).

Zulliger, T., 'Structure for improved navigation and user satisfaction at the point of entry into organisational world wide web sites', PhD (in progress).

PRINT MEDIA

Coldwell, R. (deceased), Coldwell, J. & Garner, B., 'Helpdesks and the off-campus student', *Campus Review*, April 15-21, 1998, pp. 11-12.

Davey, B., 'Understand how change affects people's lives', *The Age (VCE Guide)*, 13 October, 1998, pp. 14-15.

Tanner, K., 'Global students on cyber campus? - Need for human warmth', *Directions in Education*, vol. 7, no. 14, 18 September, 1998, p.1.

Tanner, K., 'Information management - are libraries dead?', *Directors in Education (Australia Council for Educational Administration)*, vol. 7, no. 2, March, 1998, p.2.

APPOINTMENTS

Davey, B., reappointed Chief Assessor, VCE, Information Processing and Management, 1998.

Davey, B., appointed Program Committee, International Conference of Computers in Education, 1999.

GRANTS and RESEARCH FUNDING (EXTERNAL)

Martin, W., Ponting, J. & Lukaitis, S., 'Convergence of services project', Wimmera Regional Library Corporation, \$22,640.

OTHER

Ponting, J. & Minaovi, S., Index 1997: Subject, legislation and case indexes supplement to *Alternative Law Journal*, vol. 23, no. 4, 1998.

the SCHOOL OF

Management

During 1998 a Research and Consulting Division, led by Associate Professor Sandra Martin was established in the School of **Management**.

This Division brought together a core group of staff involved in post-graduate research based programs (PhD, DBA, MBus), commercial consulting and funded research projects. Within this division and across the School of Management, staff were involved in a wide range of research, consulting and publication activities.

The focus of many of the research activities conducted was to address practical problems, examine and improve everyday work practices. Research methods used included both quantitative and qualitative approaches, in particular the use of Action Research and Grounded Theory.

The fields covered included Management Education, including:

- the use of on-line Networks;
- Waterfront Reform;
- Telework;
- Innovation;
- Tourism;
- Organisational Culture and Gender Issues.

Topics of the post-graduate research studies conducted within the School of Management included:

- Decision Making,
- Sustainability,
- Ethics,
- Organisational Change,
- Training Transfer,
- Diversity,
- Cross Cultural Management,
- Management Development,
- Industrial Relations and Human Resource Management.

Funded research projects included:

- The Royal Melbourne Hospital in the Home Service Development Project (with the Department of Community Health and North Western Health Network);
- The development of performance indicators for Allied Health Professionals (Commonwealth Department of Health and Family Services); and
- Exploration of the impact of Compulsory Competitive Tendering (CCT) on consumers of Aged and Disability Services in local government in Victoria (Commonwealth Department of Health and Family Services).

BOOKS

Smith, N. & Ainsworth, M., *Managing for Innovation*, 2nd edn, Management Books 2000, UK, 1997 (published in 1997 but not available till 1998).

BOOK CHAPTERS

Moore, S., 'Culture and ageing' in *Successful Ageing*, C. Bevan & B. Jeeawody (eds), Mosby Publishers Australia, NSW, 1998.

ARTICLES IN REFEREED JOURNALS

Morley, C.L., 'A dynamic international demand novel', *Annals of Tourism Research*, vol.25, no.1, 1998, pp.70-84.

Sheldrake, P., 'Great expectations: education and the world of work', *Unicom*, vol.24, no.3, 1998, pp.73-83.

Sheldrake, P., 'A duty of care' *ETHOS*, vol.2, no.1, November, 1998, pp 21-22.

ARTICLES IN PROFESSIONAL and ACADEMIC JOURNALS

Sheldrake, P., 'Career planning and post-graduate education', *Australian CPA*, September, 1998, pp.26-29.

Sheldrake, P., 'The Asian manager: from entrepreneur to corporate player', *Today's Manager*, Oct-Nov, 1998, pp.8-11.

Sheldrake, P., 'Trying to keep up: the shifting sands of industry needs', *The Australian Journal of Vocational Education and Training in Schools*, vol.1, August, 1998, pp.26-29.

CONFERENCE PAPERS and PRESENTATIONS

Adie, J.A. & Castleman, T., 'More than we bargained for: telework and work-family issues', *Current Research in Industrial Relations, Proceedings of the 12th AIRAANZ Conference*, R.Harbridge, C.Gadd & A.Crawford (eds), AIRAANZ, Wellington, 1998, pp.22-29.

Adie, J.A., 'It's about time - a framework for analysis of the long working day', *Current Research in Industrial Relations, Proceedings of the 12th AIRAANZ Conference*, R.Harbridge, C.Gadd & A.Crawford (eds), AIRAANZ, Wellington, 1998, pp.451-469.

Boucher, C.J. & Gardner, I.R., 'Beyond male stereotypes in management practice', 7th International Women in Leadership Conference, Edith Cowen University, Perth, December 1998.

Gibson, P. & Drummond, G., 'Management and the migration of identity', The Narrative Conference, Lexington Kentucky, November 1998.

Moore, S., 'Community care, consumers - theory and practice', Carers National Summit, Canberra, April 1998.

Moore, S., 'Women & Community care', First International Conference on Community Care, London, UK, May 1998.

Morley, C. & Priest, J.(ext), 'RMIT reflects on its Doctor of Business Administration Program', Proceedings of Professional Doctorates: Innovations in Teaching and Research Conference, Coffs Harbour, July 1998.

Pickles, L., 'Managing yourself as part of a hub', 2nd PICS Executive Secretaries and Personal Assistants' Conference - Professional and Personal Development in a Restructured World, Melbourne, October 1998.

Sheldrake, P. & Hurley, J., 'Business values and spirituality: an Australian perspective', International Forum on Management, Ethics and Spirituality, Montreal, September 1998.

Sonder, L. & Hosking, B., 'Confrontation: government and employer approaches to waterfront reform', Unions in Crisis Conference, Monash University, Melbourne, July 1998.

Sonder, L. & Hosking, B., 'Reforming the waterfront', *Current Research in Industrial Relations, Proceedings of the 12th AIRAANZ Conference*, R.Harbridge, C.Gadd & A.Crawford (eds), AIRAANZ, Wellington, 1998, pp.319-326.

Sonder, L. & Hosking, B., 'Waterfront reform in Australia: domestic conflict and the institutionalisation of industrial disputes', 10th World Congress of the International Industrial Relations Association, Bologna, Italy, September 1998.

Trigg, D. & Trigg, M., 'The "glass ceiling" in Australian executive culture: perception or reality', 12th Annual Conference of the Association for Global Business, New Orleans, USA, November 1998.

Wheeler, L., 'Maximizing online learning and flexible delivery', VETNetwork National Conference, Adelaide, August 1998.

INVITED LECTURES, SEMINARS and WORKSHOPS

Boucher, C.J., 'Human resource planning workshop', Ansett, 4 days, August & September 1998.

Boucher, C.J., 'Using the BMTI to improve teamwork', Preston Library, Melbourne, March 1998.

Boucher, C.J., 'Becoming a reflective manager', Bundoora Extended Care Centre, Melbourne, August 1998.

Brigden, C., 'The Melbourne THC and its affiliates in the 1950s', Labour Studies Seminar Series, Department of Industrial Relations, University of Sydney, NSW, September 1998.

Fitzgerald, K., 'Compulsory Competitive Tendering', De Manford University, Milton Keynes, UK, December, 1998.

Holian, R., 'Ethical issues in organisations', Business Ethics Research Group, Victoria University of Technology, Melbourne, May 1998.

Moore, S., 'Compulsory competitive tendering consumer study', Commonwealth Department of Health and Family Services, interim report, Melbourne, April & June 1998.

Moore, S., 'Compulsory competitive tendering consumer study', Senior Management, Commonwealth Department of Health and Family Services research presentation, Melbourne, June 1998.

Moore, S., 'Compulsory competitive tendering consumer study', Senior Management, Aged Community and Mental Health Divisions, Department of Human Services research presentation, Melbourne, June 1998.

Moore, S., 'Compulsory competitive tendering consumer study', URCOT research presentation, Melbourne, May 1998.

Moore, S., 'Hospital in the home', Northwest Health Network, Melbourne, August 1998.

Moore, S., 'Impact of compulsory competitive tendering', People Together - Women's Project Report Card, Town Hall, Melbourne, June 1998.

Moore, S., 'Patient focused care', Northwest Health Network, Melbourne, two workshops, March 1998.

Moore, S., 'Social justice project report card', YWCA, Melbourne, April 1998.

Moore, S., 'Researching local government', Department of Health, Demontfort University, Milton Keynes, UK, May 1998.

Moore, S., 'Compulsory competitive tendering consumer study', Postgraduate Nursing School, University of Melbourne, Melbourne, May 1998.

Moore, S., 'Women and contractualism', Melbourne University Public Policy Conference, Melbourne, April 1998.

Moore, S., 'Working with carers', workshop at Vanish seminar, Melbourne, April 1998.

Morley, C., 'Modelling tourism into Australia', Mathematics Department Seminar, La Trobe University, Bendigo, May 1998.

Morley, C., 'Leadership versus Management, the Board's responsibility: pre-requisites for top appointments in the 2000s', Ultimate Step Program, Melbourne, September 1998.

Morley, C., 'A review of developments in tourism demand modelling', Department of Applied Economics, Victoria University of Technology, research seminar, Melbourne, October 1998.

Sheldrake, P., 'Leadership challenges in the 21st century', ATO, Melbourne: May & Sydney: June 1998.

Sheldrake, P., 'Leadership retreat', Asialink Centre, University of Melbourne, Dunlop Leadership Program, Melbourne, June 1998.

Sonder, L., 'International industrial relations', Australian Institute of Management International MBA, Melbourne, May 1998.

Sonder, L., 'The waterfront dispute', Graduate Diploma in Human Resource Management, Victoria University of Technology, Melbourne, April 1998.

Wheeler, L. & Corbel, C., 'Teachers in transition: strategies and issues in professional development', Living with New Learning Technologies Seminar, Office of Training and Further Education Change Management Seminar, Melbourne, November 1998.

Wheeler, L. & Goodear, L., 'Innovative workplace training - building an educational model for online workplace delivery', OTFE Seminar, Women and IT: Making the Connection, Melbourne, March 1998.

Wheeler, L. & Goodear, L., 'Mainstreaming your technology assisted learning project from the research stage to implementation', Technology Assisted Learning Conference, Melbourne, February 1998.

Wheeler, L. & Harrison, D., 'Online learning networks', Partners in Flexible Learning - Library Forum, Open Training Services Seminar, Melbourne, November 1998.

EXTERNAL BOARD and COMMITTEE MEMBERSHIPS

Brigden, C., Management Committee, Centre for Union Research and Education (CURE).

Martin, S., Advisory Committee Chair, *The Manager Online Journal*.

Sheldrake, P., Chairman, Rupert Bunny Foundation.

Sheldrake, P., Director, Firkbank Anglican School.

Sheldrake, P., Director, Greenleaf Leadership Centre.

Sheldrake, P., Director, Radio 3MBS.

Tracey, A., Regional Councillor and Education Committee Chair, AHRI, 1998-99.

WORKING PAPERS and OCCASIONAL PAPERS

Caddick, M., Moore, S. & School of Management Research Team, 'Adding value: using customer feedback', *RMIT Business Working Paper Series*, WP 98/5.

Scarlett, B.L., 'A typology of enterprise effectiveness models', *RMIT Business Working Paper Series*, WP 98/2.

Scarlett, B.L., 'Business Goals', *RMIT Business Working Paper Series*, WP 98/1.

MONOGRAPHS and REPORTS

Fitzgerald, K., 'Women users of aged & disability services - the impact of compulsory competitive tendering', People Together Project, Social Justice Report Card/Women Acting Together, Melbourne, 1998.

Higgins, N., 'Women managers and workers: the impact of compulsory competitive tendering', People Together Project, Social Justice Report Card/Women Acting Together, Melbourne, 1998.

DEGREES BY RESEARCH (IN PROGRESS, SUBMITTED OR COMPLETED)

Adie, J., 'Long hours of work: implications for women workers', PhD (in progress).

Bishop, J., 'Stress at work and managements' responses', Masters (in progress).

Black, P., 'Performance measurement in local government', Masters (in progress).

Brearley, L., 'Making meaning of the experience of organisational change through image-making and story telling', PhD (in progress).

Buchanan, M., 'Securing the diversity advantage: an analysis of the practice of realising and harnessing workforce diversity in the senior management of Australian organisations', Masters (in progress).

Burrows, P., 'The links between structure, information/information technology and perceived "failed change"', Masters (in progress).

Caine, M.T., 'The development of a clinical risk management system within the quality framework at three rural base hospitals', Masters (in progress).

Callaghan, W., 'Marketing support systems for demand forecasting: implementation and development strategies', PhD (in progress).

Chapple, S., 'Key function of local government CEO's', Masters (in progress).

Cooney, M., 'Articulation of the consultant "role" with the consultant "self"', Masters (in progress).

Dimitriadis, E., 'Impact of ethno-cultural identity on management: a study of Greek-Australian managers', Masters (in progress).

Doig, M., 'The nature of organisational sustainability', Masters (in progress).

Fallon, P., 'An examination of attitudes and power structures within the Victorian Trade Union movement', Masters (in progress).

Fitzpatrick, K., 'Experiences of executives who are subject to performance management systems that includes an incentive component', Masters (in progress).

Fraser, S., 'Business methodology in Vietnam - perceptions held by Australian business people operating in Vietnam', Masters (completed).

Fullerton, P., 'Organisational socialism experience of culturally dissonant recruits in a major Australian bank', PhD (in progress).

Gill, C., 'Rhetoric and reality in workforce management', PhD (in progress).

Grossman, L., 'The changing nature of public sector management using comparisons with private sector models and measures of reputation and policy management', Masters (in progress).

Hassall, K., 'Shadow share pricing a government business enterprise: an alternative methodology for benchmarking the performance of an unlisted group', Masters (submitted).

Hiley, T., 'Career transitions and professional development: the experience of organisational consultants operating on their own', Masters (in progress).

Holian, R., 'Ethical issues and decision making in organisations', PhD (completed).

Jamsai, S., 'Flexible work practices in Thailand', Masters (in progress).

Lehmann, J., 'Managing organisation change in rural social and community services', Masters (in progress).

Lipiarski, T., 'The identification of variables which impact upon transfer of training', PhD (completed).

Lippi, J., 'Nature of the mentoring relationship', Masters (in progress).

Martin, P., 'Development, implementation and assessment of a CBT scheme', Masters (submitted).

Mottram, K., 'The "coaching" of managers in large organisations', Masters (in progress).

Rieusset-Frazer, A., 'The conceptualisation of "craft" in the contemporary Australian furniture industry', Masters (in progress).

Scarlett, B., 'Enterprise effectiveness: a cross-cultural study', PhD (in progress).

Silva Brito, I., 'Managing diversity: the impact of outsourcing in the service industry', Masters (in progress).

Smyth, A., 'Managers in transition: a study of female human resource managers in one organisation', Masters (submitted).

Stewart, P., 'The formulation and implementation of corporate and human resource strategies: two comparative studies', Masters (submitted).

Tenni, C., 'The experience of being a senior woman manager in the health care sector', Masters (in progress).

Wilkinson, J., 'Factors contributing to the development of a professional association', PhD (submitted).

Zargarbashi, H., 'Impacts of foreign transferred technology on output in developing countries: the case of Iran', PhD (completed).

RADIO and TELEVISION PRESENTATIONS

Brigden, C., 'Current development in Australian industrial relations', Par Avion, 3CR, 31 January 1998.

Brigden, C., 'The waterfront dispute', Breakfast program, 3CR, 30 January 1998.

Moore, S., 'Changes to health - the impact on women', Jon Faine, 3LO, 3 April 1998.

Sonder, L., 'Justice North and the Federal Court decision', Jeremy Bath, Radio National, 21 April 1998.

PRINT MEDIA

Sheldrake, P., 'Leaders as servants', *Drake Business Review*, vol.12, no.1, June, 1998, pp.10-12.

Sheldrake, P., 'Quality and control', *Drake Business Review*, vol.12, no.2, October 1998, pp.14-15.

APPOINTMENTS

Moore, S., Research Associate, Northwest Health Network, 1998.

MULTI-MEDIA and WORLD WIDE WEB PUBLICATIONS

Wheeler, L., 'Online Networks in VET Toolkit - A Practical Guide to Establishing (People) Networks', <<http://www.wtafe.lib.rmit.edu.au/onlinet/>>.

Wheeler, L., 'Online Networks in VET Research Report', <<http://www.wtafe.lib.rmit.edu.au/onlinet/>>.

GRANTS and RESEARCH FUNDING (EXTERNAL)

Moore, S., 'Hospital in the home', Department of Human Services, \$80,000.

Peterson, F. & Berry, M. 'Virtual Learning Community' OTFE Travelling Scholarship, \$11,800.

Woodruff, I., 'Development of performance indicators for the Allied Health professionals', Commonwealth Department of Health and Family Services, \$300,000.

GRANTS and RESEARCH FUNDING (INTERNAL)

Boucher, C.J. & Gardner, I.R., 'Middle managers' experience of gender', Proposal Writing Fellowship Scheme, RMIT, \$7,000.

Jones, S. 'Negotiating for mutual gains - the case of the Melbourne waterfront', RMIT Business Research Grants, \$3,000.

Moore, S., Higgins, N. & Fitzgerald, K., 'Community Services Customer Audit', Proposal Writing Fellowship Scheme, RMIT, \$7,000.

Moore, S., 'Compulsory competitive tendering consumer study', UROP Summer Scholarship, RMIT, \$2,000.

Marketing

The School of **Marketing** has three core research areas in the disciplines of marketing, logistics and property. Each area has contributed significantly to the research profile of the School through publications in journals, conference presentations and membership of advisory boards to industry and government.

The staff in the marketing group undertake a varied range of research activities such as the diffusion of new technology (Stewart Adam), services marketing (Rod McColl and Bill Callaghan), decision analysis and country of origin research (Raju Mulye), business ethics (Michael Schwartz), sales management (Mary Anne Benito), as well as market segmentation, brand management and marketing in Asia.

The staff in the logistics group conduct research in managerial learning, strategic management (John Odgers) and transport infrastructure projects (John Odgers and David Wilson), warehousing (John Beaty and Kerry Hammond)

transportation management (Geoff Christopherson) and inventory and supply chain management (Roger Oakden and David Wilson).

The property group continue to work in the area of valuation and rating systems (John Leigh), rural land values and development (Jim Baxter), housing markets (Amanda McCallum) and housing models and data analysis (John Flaherty and Ric Lombardo). Rob Webster continued research into corporate real estate practices with particular emphasis on property due to government privatisation of business enterprises.

The School of Marketing, together with the Transport Research Centre and the members of the Vocational Education Training group form one of the world's largest logistics and transport groups.

BOOKS

Adam, S. & Westberg, K., *Electronic Marketing@Internet*, Prentice Hall Australia, Sydney, 1998.

Kotler, P., Armstrong, G., Brown, L. & Adam, S., *Marketing*, 4th edn, Prentice Hall Australia, Sydney, 1998.

Lombardo, R., *Property Data Analysis - A Primer*, Department of Marketing, Property and Logistics, RMIT University, Melbourne, 1998.

McColl, R., Callaghan, B. & Palmer, A., *Services Marketing: A Managerial Perspective*, McGraw Hill, Sydney, 1998.

BOOK CHAPTERS

Adam, S., 'Technology in Service Delivery' in *Services Marketing: A Managerial Perspective*, McColl, R., Callaghan, B. & Palmer, A.(ext), McGraw Hill, Sydney, 1998, pp.450-479.

Wilson S. & Wilson D., 'Case Study: The Evanston Hospital Pharmacy' in *Marketing*, 4th edn, Kotler, P., Armstrong, G., Adam, S. & Chandler, P., Prentice Hall, Sydney, 1998, pp.638-642.

ARTICLES IN REFEREED JOURNALS

Mulye, R., Rickard, J. & Higginson, T., 'Some evidence of consumer ethnocentrism in Australia', *Journal of the Australian and New Zealand Academy of Management*, vol.3, no.2, 1997, pp.1-11. (Published in 1997 but not available till 1998)

Schwartz M., 'Peter Drucker and the denial of business ethics', *Journal of Business Ethics*, vol.17, 1998, pp.1685-1692.

CONFERENCE PAPERS and PRESENTATIONS

Adam, S., 'Electronic marketing and the internet: measuring the IPOR gap', Australian and New Zealand Marketing Academy (ANZMAC) Conference Proceedings, University of Otago, Dunedin, New Zealand, November-December 1998.

Baghdikian, N., 'New product strategy - does it rate a mention in the corporate plan', Working Paper, ANZMAC Conference, Dunedin, NZ, December 1998.

Beaty, J., Hammond, K. & Wilson, D. 'Supply chain study of spare parts for an electronics company in Australia.', 20th Conference of Australian Institutes of Transport Research, Sancta Sofia College, University of Sydney, NSW, December 1998.

Callaghan, W.M. & Weissenberg, P., 'An integrated approach to strategic segmentation - a case study involving data fusion', Australian Market Research Society Annual Conference, Melbourne, October 1998.

Callaghan, W.M. & Wilson, B.J., 'The role of the category in brand equity studies: a brand attitudinal segmentation perspective', Australian and New Zealand Marketing Educators Conference, Dunedin, New Zealand, November-December 1998.

Callaghan, W.M., 'Issues and challenges in planning market segmentation strategies in the 90's', 5th CIRASS/EIRASS International Conference on Retailing and Services Science, Baveno, Italy, August 1998.

Christopherson, G.J. & Leavesley, J., 'The impact of accelerated learning and articulation on the international student: some thoughts on the relationship between these trends and broad graduate attributes', International Students' Advisors' Network Australia (ISANA) Conference, Canberra, December 1998.

Fry, M-L., Adam, S., Mulye, R., Morgan, P. & Cooper, D., 'Knowledge media in marketing education: a multi-institute pilot study', Australian and New Zealand Marketing Academy (ANZMAC) Conference Proceedings, University of Otago, Dunedin, New Zealand, November-December 1998.

Krisnan, R. & Wilson, D., 'Forecasting the demand for australian domestic aviation', 20th Conference of Australian Institutes of Transport Research, Sancta Sofia College, University of Sydney, NSW, December 1998.

McColl, R., 'Customer charters - beyond the service guarantee', 5th International Conference on Recent Advances in Retailing and Services Science Proceedings, Baveno, Italy, August 1998.

McColl, R., 'Measuring and maximising customer satisfaction using best practice surveying', Focus on Quality: Our Customers - Our Business, Melbourne, October 1998.

McColl, R., 'Turning your customer satisfaction data into profits', National Customer Service Congress, Sydney, June 1998.

Mulye, R., 'A note on the expected value approach to determining the value of market research information', W.Robb (ed), *Proceedings of the 14th Australian Statistical Conference*, Statistical Society of Australia, Gold Coast, 1998, pp.5-8.

Odgers, J.F., 'Managerial learning at the upper organizational levels: in search of a fuller understanding', *4th World Conference of IFSAM Proceedings of Abstracts of Selected Papers*, Universidad de Alcalá, Spain, July 1998.

Raferty T. 'Airline deregulation: the contractual disagreement between Qantas Airways Ltd. and Aussie Airlines p/l', 20th Conference of Australian Institutes of Transport Research, Sancta Sofia College, University of Sydney, NSW, December 1998.

Robson, K., 'Co-operative education - ensuring student satisfaction', Australian and New Zealand Marketing Academy (ANZMAC) Conference Proceedings, University of Otago, Dunedin, New Zealand, November-December 1998.

Schwartz, M., 'Competition, government and ethics in the retail trade', Fifth Annual International Conference Promoting Business Ethics, De Paul University, Chicago, October 1998.

Schwartz, M., 'Public relations and marketing ethics', Annual AAPAE Conference, University of NSW, September 1998.

Trihatmono, B., 'Development of capacity plan to 2015 for Ngurah Rai International Airport', Conference of Australian Institutes of Transport Research, Sancta Sofia College, University of Sydney, NSW, December 1998.

Tsui, M, Wilson, D. & Tong, N., 'Materials Management and Drug Distribution in Australian Hospital Pharmacy', The Society of Hospital Pharmacists of Australia, Victorian Branch Conference, Geelong, October 1998.

Webster, R., 'Privatisation of public facilities: a case study on property implication from the sale of the Victorian Electoral Industry', American Real Estate Society Annual Conference, Monterey, USA, April 1998.

INVITED LECTURES, SEMINARS and WORKSHOPS

Adam, S., 'Marketing on the Internet', University of Newcastle, NSW, March 1998.

Barrett, M. 'Corporate Plan Development Workshop for Murray Valley Citrus Marketing Board', Murray Valley Citrus Marketing Board, Mildura, May & June, 1998.

Beaty, J., 'Inventory management', AIC Training, Auckland, New Zealand, July 1998.

Beaty, J., 'Inventory management', AIM Victoria, Melbourne, November 1998.

Beaty, J., 'Supply chain improvement', AIC Training, Johannesburg, South Africa, August 1998.

Beaty, J., 'Warehouse management', AIC Training, Johannesburg, South Africa, August 1998.

Bell, R., 'Establishing an export trading enterprise', Small Business Victoria in conjunction with Australian Institute of Export (Vic) Ltd & ANZ Banking group Ltd, ANZ Bank, Melbourne, May 1998.

Callaghan, W.M., 'Targeting for promotional effectiveness', Asia Business Forum, Singapore, August 1998.

Christopherson, G., 'Australia: Transport Resources', Command and Staff College, Fort Queenscliff, Victoria, March 1998.

Clements, J. & Sheldrake, P., 'Western management practice and organisation', Aviation Industries of China Seminar, RMIT, Melbourne 1998.

Courtney, R., 'Auction training workshop', REIV, Melbourne, September 1998.

Courtney, R., 'Business risk management workshop', REIV, Melbourne, November 1998.

Leigh, J. & Williams, H., 'Practical application of mass valuation software', Australian Property Institute, 3 workshops, Melbourne, September - October 1998.

Leigh, J. & Williams, H., 'Presentation skills', Australian Property Institute, RMIT, Melbourne, November 1998.

Leigh, J., 'Basic internet' & 'Intermediate internet', Australian Property Institute, Melbourne, October 1998.

Leigh, J., 'Computer based mass valuations', Local Government staff and contractors, Department of Natural Resources, Melbourne, January, February, April 1998.

Leigh, J., 'Internet training course', Australian Institute of Valuers and Land Economists, Melbourne, 2 sessions, April and October, RMIT Melbourne 1998.

Leigh, J., 'Internet training', Australian Society of Certified Practising Accountants, RMIT, Melbourne, 2 sessions, June 1998.

Leigh, J., 'Land administration and public housing policies and practice', Australia-China Foundation RMIT, Melbourne, November 1998.

Leigh, J., "'RIVAL": a new data capture program for Local Government', invited lecture, Municipal Group of Valuers Annual Conference, Mansfield, Victoria, September 1998.

McCull, R., 'Benchmarking service quality in tertiary institutions', Western Sydney Institute of TAFE, NSW, November 1998.

McCull, R., 'Benchmarking service quality in tertiary institutions', Riverina TAFE, NSW, November 1998.

McCull, R., 'Marketing planning for councils', Frankston City Council, Melbourne, August 1998.

McCull, R., 'The impact of technology on service excellence', JB Were & Son, Melbourne, July 1998.

CONFERENCE DISCUSSANTS

Adam, S., discussant of 'Choices in building an online teaching and learning environment', Online2@RMIT, RMIT University, Melbourne, November 1998.

Adam, S., discussant of 'e-Commerce', ANZMAC'98, Proceedings of the Australian and New Zealand Marketing Academy, University of Otago, Dunedin, Nov - Dec 1998.

EXTERNAL BOARD and COMMITTEE MEMBERSHIPS

Barrett, M., government appointed member, Murray Valley Citrus Marketing Board, June 1996 to June 1999.

Bell, R., board member, Australian Institute of Export (Vic) Ltd, 1998.

Christopherson, G.J., national chairman, Chartered Institute of Transport in Australia, 1997-98.

Clements, J., chairman, Educational Committee, Chartered Institute of Transport (Victorian Section), 1998.

Clements, J., member, General Committee and Member Chairman's Executive, Chartered Institute of Transport (Victorian Section), 1998.

Courtney, R., director, Business Skills Victoria, State Training Board Victoria, 1998.

Hammond, K., vice chairman, Asian Pacific Logistics Federation, 1998.

Leigh, J., National Council Outward Bound Foundation, 1998.

Leigh, J., member, Continuing Professional Development Committee, Australian Property Institute, 1998.

Leigh, J., director, World Valuation Congress (UK Trust) VIII, 1998.

Leigh, J., principal consultant, Republic of Kiribati for AUSaid, 1998.

McCull, R., member, course advisory committee, Bachelor of Business, Swinburne University, September, 1998.

Odgers, J., member, Corporate Services Consultative Committee, City of Moonee Valley, 1998.

Schwartz, M., treasurer, AAPAE, Executive Committee, 1998.

Webster, R., member, State Executive of Victorian RSL, 1998.

Webster, R., board member, Outer Eastern Health Network, Victoria, 1998.

Wilson, D., committee member, Logistics Management Association of Australia, 1998.

WORKING PAPERS and OCCASIONAL PAPERS

Lombardo, R., 'Unravelling the mysteries of Ellwood's basic mortgage equity capitalisation model', *RMIT Business Working Paper Series*, WP 98/3.

MONOGRAPHS and REPORTS

Barrett, M., 'Achieving international competitiveness for the Australian citrus industry', Internal Discussion Paper, Murray Valley Citrus Marketing Board, April 1998.

Barrett, M., 'Citrus in Thailand: observations and challenges', Murray Valley Citrus Marketing Board, December 1998.

Christopherson, G.J. & Rigby, G., 'Graduate attributes study', RMIT CADU Project, 1998.

McCull, R., 'A review of models used in the middle years of schooling', Education Victoria, November 1998.

McColl, R., 'An analysis of alternative brand names', Education Victoria, April 1998.

McColl, R., 'Perceptual map of alternative holiday destinations', Tahiti Tourism, January 1998.

McColl, R., 'Soft drug using and driving', VICROADS, Road Safety Division, June 1998.

McColl, R., 'The current and future role of asset consultants', Mckintosh, Knight Frank, February 1998

DEGREES BY RESEARCH
(IN PROGRESS, SUBMITTED
OR COMPLETED)

Baghdikian, N., 'Investigation into the strategic planning process for new products in Australian manufacturing firms', Masters (in progress).

Baxter, J., 'Rural land development use and decision making in Northern Victoria, 1880-1960', PhD (in progress).

Boxtel, L., 'Corporate giving and Japanese marketing strategies: an examination of corporate philanthropic programs within Japanese companies', Masters (submitted).

Burgess, K., 'a cross cultural comparison of three logistics supply chains', PhD (in progress).

De Alwis-Edrisinha, A., 'The role of decision support systems in logistics planning', Masters (in progress).

Green, L., 'Role fo the www in marketing real estate', Masters (in progress).

Hubbard, H., 'Assessment of the effective use of marketing communications planning models by marketing and advertising executives', Masters (in progress).

Katz, L., 'Key sucess factors in international marketing for Australian companies using countertrade', Masters (in progress).

Krisnan, R., 'Current performance and future prospects of domestic air transport demand in Australia', Masters (in progress).

Liddy, A., 'Loyalty programs and consumer behaviour in Australia', Masters (completed).

Lucci, N., 'Investigation of future use possibilites and criteria for surplus properties generated by council amalgamation', Masters (in progress).

McCallum, A., 'Demand and supply characteristics of accommodation for older Australians', Masters (in progress).

McColl, R., 'Impact of guarantees on service evaluations and complaint behaviour', PhD (in progress).

Miranda, M., 'An analysis of the relationship between absolute price threshold and differential price threshold for in-store price specials', PhD (in progress).

Murray, A., 'Port reform processes in Australia and Singapore', PhD (in progress).

Parker, G., 'Logistics modelling: an Australian perspective', Masters (in progress).

Renwick, R., 'Comparative statistical approaches to mass valuation', Masters (in progress).

Robson, K., 'Relationship marketing: the meaning and importance of complaints in service industries', Masters (in progress).

Webster, R., 'To develop the best practice framework for the efficient management of real estate asset within corporations and organisations', Masters (in progress).

Wilson, B., 'An investigation into three consumer constructs: explaining the nature of relations influencing brand relationship quality', PhD (in progress).

PRINT MEDIA

Christopherson, G.J., 'Three concepts of intermodalism', *Daily Commercial News*, 10 August 1998, p.1.

Stavros C. 'A little knowledge', *Sports Sponsorship Australia*, vol.2, December, 1998, pp.126-127.

APPOINTMENTS

Adam, S., appointed assessor, Victorian Enterprise Workshop Finals, Achaeus Institute/Bond University, November 1998.

Courtney, R., appointed chief judge, Commerical/Industrial Auction Competition Final, REIV, October 1998.

Courtney, R., appointed convenor/coordinator, Auction Field Day, Metropolitan Farm, Werribee, September 1998.

Hammond, K., honorary professor, Beijing Materials Institute.

Leigh, J., appointed director, World Valuation Congress VIII, World Valuation Congress Institute (UK).

McColl, R., appointed reviewer, *The Journal of Retailing and Consumer Services*, January 1998.

Schwartz, M., appointed editorial board, *Research in Ethical Issues in Organisations*, 1998.

MULTI-MEDIA and WORLD
WIDE WEB PUBLICATIONS

Adam, S., "'Battle of the Bottle" means "Battle of the Brands"', Phlip98, Chapter 10, 1998. <<http://www.phlip.marist.edu/auskotler>>.

Adam, S., 'Always!... Everywhere!', Phlip98, Chapter 22, 1998, <<http://www.phlip.marist.edu/auskotler>>.

Adam, S., 'First microwave bank - is it beyond diffusion?', PHLIP99 Internet Exercise, Prentice Hall International, New York, 1998, <<http://www.prenhall.com>>.

Adam, S., 'Football: big men, big kicks and big bucks', on-line non-refereed article, <<http://www.phlip.marist.edu>>.

Adam, S., 'Latent market demand, or no market demand?', PHLIP99 Current Event, Prentice Hall International, New York, 1998, <<http://www.prenhall.com>>.

Adam, S., 'Marketing a joke', on-line non-refereed article, <<http://www.phlip.marist.edu/auskotler>>.

Adam, S., 'Marketing beauty and fragrance to the world', on-line non-refereed article, <<http://www.phlip.marist.edu/auskotler>>.

Adam, S., 'PC magazine's top 100 websites...but what are the criteria?', PHLIP99 Internet Exercise, Prentice Hall International, New York, 1998, <<http://www.prenhall.com>>.

Adam, S., 'Psst!...Wanna buy a cheap CD?', Phillip Current Event for Chapter 24, Prentice Hall Learning on the Internet Partnership, Prentice Hall International, 1998. <<http://www.phlip.marist.edu/auskotler>>.

Adam, S., 'Red and white and going strong', PHLIP99 Current Event, Prentice Hall International, New York, 1998, <<http://www.prenhall.com>>.

Adam, S., 'Relationship marketing online: back to basics?', PHLIP99 Internet Exercise, Prentice Hall International, New York, 1998, <<http://www.prenhall.com>>.

Adam, S., 'Using atoms and experiencing bits', PHLIP99 Current Event, Prentice Hall International, New York, 1998, <<http://www.prenhall.com>>.

Adam, S., 'Virgin: the name behind the man behind the ventures', PHLIP99 Current Event, Prentice Hall International, New York, 1998, <<http://www.prenhall.com>>.

Adam, S., 'Who built it?... more importantly, does it work?', PHLIP99 Internet Exercise, Prentice Hall International, New York, 1998, <<http://www.prenhall.com>>.

GRANTS and RESEARCH
FUNDING (EXTERNAL)

Leigh, J. & Williams, H., 'Development of a local government rating data capture program', Department of Natural Resources and Environment, \$34,000.

Leigh, J. & Williams, H., 'Payments methodology research project: Preliminary investigation into distribution and payment of costs to local government', State Revenue Office, \$22,000.

Leigh, J. & Williams, H., 'Extension of local government rating data capture program', Department of Natural Resources and Environment, \$20,000.

GRANTS and RESEARCH
FUNDING (INTERNAL)

Adam, S., 'Web QUAL audit', RMIT Business Research Grant, \$5,000.

Transport Research Centre

The Centre had an extremely active year in 1998, releasing the results of the 1997 Victorian Activity and Travel Survey (VATS) on time and commencing a sixth annual data collection round. Under the leadership of the Acting Director, Associate Professor Margaret Jackson, the TRC was successful in gaining a three year financial commitment from the Department of Infrastructure to allow VATS to continue until the year 2001.

A highlight of the year was the VATS Public Forum which ran in November and which showcased the different ways in which VATS data is used. Speakers included Murray Cullinan and Fotios Spiridonos from the Department of Infrastructure, Austin Ley from the City of Melbourne, Nicholas Elliot from the City of Moreland, David Ashley from Sinclair Knight Merz and Kevin Ladd from Channel Marketing Decisions.

VATS data was used in diverse and fruitful ways during 1998: to explore motor crash rates in Melbourne; to explore scenarios of future transport activity, and to develop a TransCad based transport model for the city. The TRC also supplied VATS data and analysis as part of the process of the privatisation of Melbourne's public transport system.

ARTICLES IN REFEREED JOURNALS

Richardson, A.J., Brunton, P.J. & Roddis, S.M., 'The calculation of perceived residential density', *Road Transport Research*, vol.7, no.2, June, 1998, pp.3-15.

Roddis, S.M. & Richardson, A.J., 'Construction of daytime activity profiles from household travel survey data', *Transportation Research Record* No. 1625, 1998, pp.102-108.

Roddis, S.M., Richardson, A.J. & McPherson, C.D., 'Obtaining travel intensity profiles from household travel survey data', *Transportation Research Record* No. 1625, 1998, pp.95-101.

CONFERENCE PAPERS and PRESENTATIONS

Guo, J.Y., 'Designing your own transport analysis zones with a GIS-based tool', 20th Conference of Australian Institutes of Transport Research (CAITR), Sydney, December 1998.

Guo, J.Y. & Trinidad, G., 'A GIS-based automatic zone design tool', 26th Annual Conference of Australian Urban and Regional Information Systems Association (AURISA), Perth, November 1998.

Guo, J.Y., 'A graph partitioning approach towards the automatic generation of transport analysis zones', 22nd Australian Transport Research Forum (ATRF), Sydney, October 1998.

Roddis, S.M. & Richardson, A.J., 'Construction of daytime activity profiles from household travel survey data', 77th Annual Meeting of the Transportation Research Board, Washington DC, USA, January 1998.

Roddis, S.M., Richardson, A.J. & McPherson, C.D., 'Obtaining travel intensity profiles from household travel survey data', 77th Annual Meeting of the Transportation Research Board, Washington DC, USA, January 1998.

Sinha, A.K., Kam, B.H., Wood, L.A. & Catterson, J., 'System maintainability evaluation of a multi-mission equipment package for helicopters', Australian Pacific Vertiflite Conference on Helicopter Technology, Canberra, July 1998.

Wang, F.S., 'SWIM - A modelling approach and its applications', International Workshop on Systems Engineering Models for Waste Management, Goteburg, Sweden, 1998, pp.121-127.

INVITED LECTURES, SEMINARS and WORKSHOPS

Roddis, S.M., 'Creating activity profiles from household travel survey data', Institute of Transportation Studies, University of California, Irvine, USA, January 1998.

MONOGRAPHS and REPORTS

Bell, D., 'The CoMPUTE model - A TransCad Based Transport Model', City of Melbourne, Melbourne, July, 1998.

Brunton, P., Lau, C. & Kam, B., 'VATS97 User Manual - Vols. 1 and 2', Transport Research Centre, Melbourne, November, 1998.

Fraser, M., 'NBC First Quarter 98 - Passenger Survey Results', National Bus Company, Melbourne, July, 1998.

Fraser, M., 'NBC Second Quarter 98 - Passenger Survey Results', National Bus Company, Melbourne, August, 1998.

Guan, M.G. & Wang, F.S., 'Optimal Location for Material Reprocessing Facilities', Phases 1 and 2 reports, Visy, Melbourne, April, 1998.

Guan, M.G. & Wang, F.S., 'Optimal Location for Material Reprocessing Facilities', Final report to Visy, Melbourne, May, 1998.

Kam, B.H. & Lau, C., 'The VATS Process', Transport Research Centre, Melbourne, November, 1998.

Khoo, J., Wang, F.S. & Kam, B., 'Waste Generation Patterns in Food Business - Final Report to the City of Melbourne', Melbourne, July, 1998.

DEGREES BY RESEARCH (IN PROGRESS, SUBMITTED OR COMPLETED)

Bougatias, J., 'Modelling travel patterns to AFL football games', Masters (in progress).

Guo, J., 'GIS-based optimal zoning algorithm', Masters (in progress).

Khoo, J., 'Saleability of residential properties: an empirical study of Melbourne auction markets', Masters (in progress).

Lau, C., 'Activity modelling using VATS databases', PhD (in progress).

Procko, J., 'The analysis of accident rates in different demographic groups using geographic information systems', Masters (in progress).

Tudorovic, J., 'Modelling skier movements around an alpine ski field', Masters (in progress).

RADIO and TELEVISION PRESENTATIONS

Richardson, A.J., 'Transport pricing policies', Terry Laidler Show, 3LO, 24 March.

GRANTS and RESEARCH FUNDING (EXTERNAL)

Bell, D., 'The Compute Model - a TransCad based transport model', City of Melbourne, \$30,000.

Brunton, P. & Richardson, A.J., 'Land-use, public transport and travel demand', ARRB Transport Research, \$38,000.

'Customer surveys consultancy', Transport Reform Unit, Department of Treasury and Finance (Vic), \$411,600.

Guan, M.G. & Wang, F.S., 'Optimal location for material reprocessing facilities', Visy, \$17,800.

Kam, B.H. & Procko, J., 'A GIS-based analysis of demographic, spatical and temporal variations in crash rates', Office of Road Safety, Department of Transport & Regional Development, \$18,100.

Richardson, A.J., 'Environmental Indicators - human settlements', CSIRO and Department of the Environment, \$15,000.

'Victorian Activity and Travel Survey (VATS)', Department of Infrastructure (Vic), \$400,000.

Wang, F.S., 'Helen M. Schutt Enviromental Research Grant', Helen M. Schutt Trust, \$50,000.

Wang, F.S., 'Sustainable business practice research grant', City of Melbourne, \$40,000.

GRANTS and RESEARCH FUNDING (INTERNAL)

Kam, B.H., 'Cost effectiveness of repeat reminders and non-response interviews in mail survey', RMIT Business Research Grant, \$5,000.

Kam, B.H. & Fraser, M., 'Transport futures for Melbourne', Environment Enterprise at RMIT University, \$10,000.

the CENTRE FOR

Workplace Culture Change

The Centre for Workplace Culture Change is a commercial research and consulting centre within RMIT, working in the broad area of organisational change. The Centre's work ranges from 'pure' organisational consulting for individual companies (e.g. strategic planning, organisational change implementation) to large-scale projects involving companies and government, which provide action in the companies and policy advice/feedback. The Centre works across a broad range of industry sectors and with all levels of government.

The Centre has undertaken extensive work on skills and skill gaps. Projects undertaken in 1998 include: the Regional Labor Market Project funded by Department for Employment, Workplace Relations and Small Business (DEWRSB, formerly DEETYA) on skill gaps in manufacturing in North East Victoria and a video 'I want a cool job' funded by DEWRSB.

The Centre has been working on a Project, funded through

Office of Training and Further Education (OTFE), concerned with developing 'balanced partnerships' between enterprises and providers to meet enterprise and industry skill needs. This has involved RMIT Business and other parts of the University in building more effective relationships that deliver real benefits to companies and real learning within the university.

The Centre also undertakes a range of direct organizational

consulting projects for corporate clients, including: strategic facilitation, 'culture gap mapping' and linking change to bottom-line indicators.

The Centre's recent work has included projects for manufacturing companies in the textiles, clothing and footwear and food processing sectors, as well as major national retail companies.

BOOKS

Edgar, D., *Men, Mateship, Marriage*, reprint, Harper Collins, Sydney, 1998.

CONFERENCE PAPERS and PRESENTATIONS

Bodi, A., 'Technology management towards an entrepreneurial culture', Manifesto 98 Conference (CSIRO), Melbourne, September 1998.

Bodi, A. & Maggs, A., 'Understanding skill gaps: issues for young people in regional Australia', 5th National Conference on Unemployment, Melbourne, October 1998.

Edgar, D., 'The impact of workplace change on the nature of community', Keynote address, Urban Local Government Association National Conference, Rockhampton, May 1998.

Edgar, D., 'Teachers and the challenging future', Keynote address, Northern Metropolitan Education Region Conference, Melbourne, June 1998.

Edgar, D., 'Re-tribalising community, the challenge of globalisation and local regeneration', Summary address, Widening Gap Summit, Melbourne, June 1998.

Edgar, D., 'Changing workplace, changing community and the challenge for schools', Keynote address, Australian Association of Secondary School Principals National Conference, Geelong, August 1998.

Edgar, D., 'Calling for the absent male - work and the centrality of family relationships', Keynote address, VicHealth Forum on Men's Health, August 1998.

Edgar, D., 'Voluntary and paid work in communities in the third millenium', Keynote address, National Conference of Volunteering Australia, Canberra, September 1998.

Edgar, D., 'Future work-family links and the new community library', Keynote address Australian Library and Information Association National Conference, Adelaide, October 1998.

Edgar, D., 'Men do care - the changing workplace and men's health problems', Keynote address, Tasmanian Men's Health Problems, Launceston, November 1998.

INVITED LECTURES, SEMINARS and WORKSHOPS

Bodi, A. & Maggs, G., 'Community leadership', Fairley Leadership - Goulburn Murray Community Leadership Programme, Mt Macedon, February 1998.

Bodi, A. & Maggs, G., 'Workplace culture change for the food industry', Food Safety Network, NIETL, Darebin, March 1998.

Bodi, A. & Maggs, G., 'Skill gaps in regional areas', Fairley Leadership - Goulburn Murray Community Leadership Programme, Benalla, April 1998.

Bodi, A. & Maggs, G., 'Organisational change perspectives', Andersen Consulting, Melbourne, June 1998.

Bodi, A. & Maggs, G., 'Fads and fundamentals', Public Service and Merit Protection Commission SES Breakfast, and seminar to 'Driving Change' Program for HR managers, Canberra, September 1998.

Bodi, A. & Maggs, G., 'Workplace change for the 21st century worker', Australian Association of Careers Counselors, Melbourne, October 1998.

Bodi, A. & Maggs, G., 'Skill gaps: implications for the dairy industry', Dairy Industry Careers Strategy Group, Australian Dairy Industry Council, Melbourne, November 1998.

Bodi, A., Maggs, G., Edgar, D. & Gray, J., 'You have to go to Melbourne if you want a cool job?', Community Forums, Wangaratta and Shepparton, July 1998.

Bodi, A., Maggs, G., Edgar, D. & Gray, J., 'When too much change is never enough', International Quality and Productivity Centre Conference, Sydney, June 1998.

Edgar, D., 'Lust makes the world go round', Opening lecture in series on 'The Seven Deadly Sins', University of Western Australia Summer School, Perth, January 1998.

Edgar, D. Family and workplace issues, Fairley Leadership - Goulburn Murray Community Leadership Programme, Benalla, April 1998.

Edgar, D., 'Reclaiming care for men - family and work futures', Opening address, Attorney-General's Department National Men's Forum, Canberra, June 1998.

Edgar, D., 'Thick and thin: relationships in the new millennium', Relationships Australia 50th Anniversary, Sydney and Melbourne, November 1998.

Edgar, D., 'Work-family programs and corporate culture change', CEO (Chief Executive Officers) Circle, Melbourne, June 1998.

Edgar, D., 'Balancing family and work demands, fatherhood and teenagers', YPO (Young Professionals Organisation), Melbourne, September 1998.

Edgar, D., 'The new links workplace project and work-life programs in Australia', Workshop for the British Government's 'Work-Life Forum', London, October 1998.

Maggs, G., 'Skill needs in the food industry', Supermarket to Asia, Kyabram, August 1998.

PRINT MEDIA

Includes references in *The Age*, *The Sydney Morning Herald*, *The Australian*.

OTHER

I want a cool job!, Video, DEETYA, Melbourne, 1998.

MONOGRAPHS and REPORTS

Bodi, A., Maggs, G. & Gray, J., 'You have to go to Melbourne if you want a cool job', DEETYA, Melbourne, 1998.

Bodi, A., Maggs, G. & Gray, J., 'Understanding skill gaps. A regional perspective', DEETYA, Melbourne, 1998.

RADIO and TELEVISION PRESENTATIONS

Includes interviews with 3AW, ABC radio, regional radio networks, Sixty Minutes, Win TV.

Economics and Finance

The School of Economics and Finance continued its strong research performance in 1998. Highlights included seven books, sixteen papers in refereed journals and fifteen conference presentations. A major highlight for 1998 was the successful application for two highly competitive ARC Strategic Partnership with Industry Research & Training (SPIRT) collaborative grants.

SPIRT GRANTS

Robert Brooks, Sinclair Davidson and Andrew Gray (J B Were Stockbroking Limited) were successful in obtaining SPIRT funding for the period 1999 to 2001. Their project (administered by RMIT) will study 'The development of new sub-category benchmark indices on the Australian Stock Exchange' and will involve a PhD student on an APAI scholarship.

Professor David Allen (Edith Cowan University); Professor Tim Brailsford (Australian National University); and Professor Robert Faff (RMIT); and Patrick Bennett (ASSIRT

Pty Ltd) were successful in obtaining SPIRT funding for the period 1999 to 2001. Their project (administered by Edith Cowan University) is 'An Evaluation and Analysis of Various Measures and Influencing Factors of the Performance of the Australian Investment Funds Industry' and will involve a PhD student on an APAI scholarship.

SABBATICAL VISIT TO THE UNIVERSITY OF STRATHCLYDE

During 1998 Professor Robert Faff spent four months visiting the Department of Accounting and Finance, at the University of Strathclyde in Glasgow. During this period several research initiatives were

begun. In addition, it enabled Professor Faff to present seven papers at five different conferences in the European region - in Antwerp, Berlin, Edinburgh, Helsinki and Lille (France). Professor Faff also took the opportunity to present invited seminars at Aarhus Business School (Denmark); University of Cambridge; Glasgow Caledonian University; Jonkoping International Business School (Sweden); University of Lancaster; and University of Strathclyde.

BOOKS

Brooks, R. & Fausten, D., *Macroeconomics in the Open Economy*, Longmans, Victoria, 1998.

Fraser, I., Gionea, J. & Fraser, S., *Economics for Business*, 2nd edn, McGraw-Hill Australia, Sydney, 1998.

Koken, E. & Smith, B., *Tax and Remuneration Planning*, 1st edn, Australian Tax Practice, Sydney, 1998.

Koken, E. & Smith, B., *Tax and Social Security*, 1st & 2nd edn, Australian Taxpayers Association, NSW, 1998.

Smith, B. & Koken, E., *Super Simple Superannuation*, 1st edn, Wright Books Ltd, Melbourne, 1998.

Smith, B. & Koken, E., *Superannuation*, 1st edn, Wright Books, Ltd, Melbourne, 1998.

Smith, B. & Koken, E., *Taxation for Schools*, 2nd edn, Monash University Press, Melbourne, 1998.

ARTICLES IN REFEREED JOURNALS

Brockwell, P.J. & Mitchell, H., 'Linear prediction for a class of multivariate stable processes', *Communications in Statistics - Stochastic Models*, vol.14, no.1&2, 1998, pp.297-310.

Brooks, R. & Faff, R.W., 'A test of a two-factor APT based on the quadratic market model: international evidence', *Studies in Economics and Econometrics*, vol.22, no.2, 1998, pp.65-76.

Brooks, R., Berman, G. & Davidson, S., 'The nature and extent of revisions to Australian macroeconomic data', *Applied Economics Letters*, vol. 5, no. 3, 1998, pp. 169-174.

Brooks, R., Berman, G., Davidson, S. & Tan, T.Y., 'Is there a common response in Australian bilateral exchange rates following current account announcements?', *Applied Economic Letters*, vol.5, no.10, 1998, pp.645-648.

Brooks, R., Faff, R. & McKenzie, M., 'Time-varying beta risk of Australian industry portfolios: A comparison of modelling techniques', *Australian Journal of Management*, vol.23, no.1, June, 1998, p.1-22.

Brooks, R., Faff, R.W. & Ariff, M., 'An investigation into the extent of beta instability in the Singapore Stock Market', *Pacific Basin Finance Journal*, vol.6, no.5-6, 1998, pp.87-101.

Chan, H. & Faff, R., 'The sensitivity of Australian industry equity returns to a gold price factor', *Accounting and Finance*, vol.38, 1998, pp.223-244.

Davidson, S., 'Determinants of reputational signalling in South Africa', *South African Journal of Economics*, vol.66, no.1, 1998, pp.91-108.

Davidson, S., 'Pyramids, banking relationships and investment in South Africa', *Journal for Studies in Economics and Econometrics*, vol.22, no.3, 1998, pp.1-15.

Di Iorio, A. & Faff, R., 'Extra - market exchange rate risk in the Australian banking sector: an international market model perspective', *Accountability and Performance*, vol.4, no.2, 1998, pp.107-119.

Faff, R.W. & Brooks, R., 'Time varying beta for Australian industry portfolios: an exploratory analysis', *Journal of Business Finance and Accounting*, vol.25, no.5-6, 1998, pp.721-745.

Faff, R.W. & Chan, H., 'A multifactor model of gold industry stock market returns: evidence from the Australian equity market', *Applied Financial Economics*, vol.8, 1998, pp.21-28.

Faff, R.W. & Chan, H., 'A test of the intertemporal CAPM in the Australian equity market', *Journal of International Financial Markets, Institutions and Money*, vol.8, no.2, 1998, pp.175-188.

Faff, R.W. & Oliver, B.R., 'Consumption versus market betas of Australian industry portfolios', *Applied Economics Letters*, vol.5, 1998, pp.513-517.

Faff, R.W., 'The empirical relationship between aggregate consumption and security prices in Australia', *Pacific-Basin Finance Journal*, vol.6, no.1-2, 1998, pp.213-224.

Faff, R.W., Ho, Y.K. & Zhang, L., 'A generalised method of movements test of the three-moment capital asset pricing model in the Australian equity market', *Asia Pacific Journal of Finance*, vol.1, no.1, 1998, pp.45-60.

Liew, K.Y. & Brooks, R., 'Returns and volatility in the Kuala Lumpur crude palm oil futures market', *The Journal of Futures Markets*, vol.18, no.8, 1998, pp.985-999.

McKenzie, M.D., 'The impact of exchange rate volatility on Australian trade flows', *Journal of International Financial Markets, Institutions & Money*, vol.8, no.1, January, 1998, pp.1-20.

ARTICLES IN
PROFESSIONAL and
ACADEMIC JOURNALS

Hilton, I. & Wilson, C., 'Getting it all together', *National Accountant*, June, 1998, pp.53-55.

Koken, E., 'The department of youth', *Financial Planning Journal*, October, 1998, p.60.

Smith, B. & Koken, E., 'Social security and Howard's tax reform', *The Taxpayer*, iss.5, August, 1998, pp.83-85.

CONFERENCE PAPERS and
PRESENTATIONS

Brooks, R., 'A multi-country study of power ARCH models and national stock market returns', Nippon Finance Association/Asia Pacific Finance Association First Joint International Conference, Tokyo, Japan, July 1998.

Davidson, S., 'External determinants of finance: Comment', Southern African finance Association, Durban, South Africa, January 1998.

Davidson, S., 'Australian evidence on the tax based dividend signalling hypothesis', Southern African finance Association, Durban, South Africa, January 1998.

Davidson, S., 'Was the speculative attack on the Malaysian currency anticipated by the stock market?', Nippon Finance Association/Asia Pacific Finance Association First Joint International Conference, Tokyo, Japan, July 1998.

Di Iorio, A., & Faff, R., 'An analysis of asymmetry in foreign currency exposure of the Australian Equities Market', Nippon Finance Association/Asia Pacific Finance Association First Joint International Conference, Tokyo, Japan, July 1998.

Faff, R., 'An empirical examination of the time series relationship between beta and financial leverage', 21st Annual Congress of the European Accounting Association, Antwerp, The Netherlands, April 1998.

Faff, R., 'An examination of the extra-market sensitivity of Australian industry returns to an oil price factor', International Conference in Finance, Lille, France, July 1998.

Faff, R., 'Are returns in the international economy explained by a single or multi-factor structure?', 5th Annual Conference Multinational Finance Society, Helsinki, Finland, June 1998.

Faff, R., 'Correlations, Business Cycles and Integration', 5th Annual Conference Multinational Finance Society, Helsinki, Finland, June 1998.

Faff, R., 'Mean reversion and the forecasting of country betas: a note', 18th International Symposium on Forecasting, Edinburgh, Scotland, June 1998.

Faff, R., 'Time varying country risk: an assessment of alternative modelling techniques', Econometric Society European Meeting, Berlin, August 1998.

Faff, R., 'US Banking sector risk in an era of regulatory change: a bivariate GARCH approach', International Conference in Finance, Lille, France, July 1998.

Gionea, J., 'Measuring Australia's international business', Third Annual Conference on International Trade Education and Research, Melbourne, December 1998.

Hallahan, T., 'An examination of Australian equity trusts for selectivity and market timing performances', The 11th Annual Australasian Finance & Banking Conference, Sydney, December 1998.

Weisz, M., 'The key to successful globalisation of co-operative education', Asia Pacific Conference on Co-operative Education, Hong Kong, August 1998.

INVITED LECTURES,
SEMINARS and
WORKSHOPS

Boymal, J., 'Recovery from addictive behaviour and counter intuitive results with changing preferences', Department of Economics, Monash University, Melbourne, October 1998.

Brooks, R., 'A multi-country study of power ARCH models and national stock market returns', Department of Applied Economics, Victoria University of Technology, Melbourne, May 1998.

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