

Faculty Increases its Number of DETYA Publications

RMIT Business along with other faculties in the University was recently audited by the Research & Development Office. The purpose of the audit was to verify the number of research publications that meet the DETYA criteria for publications, and for which we are therefore eligible to receive funding for. The audit went very smoothly and the number of eligible research publications was up significantly from the previous year. This is indicative of the fact that the RMIT Business is continuing to strengthen its research profile, and means a growth in research related income which is consistent with objectives in the Faculty Strategic Plan. The total number of eligible 2000 publications was 66 compared to 44 in 1999. The Table below shows the breakdown of DETYA approved publications across the Faculty.

DETYA Publications by School



	Books	Book Chapter	Journal Article	Conference Publication	TOTAL
Accounting & Law	0	0	1	0	1
Bus. Info. Tech.	0	0	5	20	25
Eco. & Finance	0	0	16	0	16
Management	0	2	8	1	11
Marketing	0	0	1	9	10
Office of the Dean	0	0	1	2	3
TOTAL	0	2	32	32	66

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Faculty Publication Awards

A special thanks is extended to all those researchers in the Faculty who submitted Faculty Publications Awards with all the required documentation. The Faculty Publication Awards enable a mechanism for the Research Development Unit to capture data concerning the research publications in the Faculty that fulfil DETYA criteria. Research publications that fit within the DETYA guidelines increase the amount of research funding that will be distributed to Schools, and also staff who submit an application for Faculty Publication Award which meets the DETYA criteria, are eligible to receive up to \$200 per publication to be spent on research and professional development activities. Staff undertaking research and who produce research publications are encouraged to apply for Faculty Publication Awards. For further information on the DETYA and Faculty Publication Award guidelines please contact the Research Development Unit.

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

In the 'B Book Chapter' Category

Adam, S., Mulye, R. & Deans, K.R., 'The Evolution of Relationships in e-Marketing', Chapter 14, Customer Relationship Management : Emerging Concepts, Tools and Applications, Tata McGraw - Hill Publishing Company Ltd., New Delhi, 2001, pp. 135 - 142.

Bellamy, C., Burrows, P., Coburn, M., Loi, D. & Wilkins, L., 'Creating a Viable e-text Market', Chapter 5, Creator to Consumer in a Digital Age, Common Ground Publishing, Melbourne, 2001, pp. 123 - 149.

Geiselhart, K., 'The Book Now' Chapter 8, Creator to Consumer in a Digital Age, Common Ground Publishing, Melbourne, 2001, pp. 195 - 212.

Mercieca, P., 'Digital Publishing' Chapter 3, Creator to Consumer in a Digital Age, Common Ground Publishing, Melbourne, 2001, pp.77 99.

In the 'C1 Article in Refereed Journal' Category

Banerjee, S.B., 'Corporate Environmental Strategies and Actions', Management Decision, Vol. 39, No. 1, 2001, pp. 36 - 44.

Banerjee, S.B., 'Managerial Perceptions of Corporate Environmentalism: Interpretations from Industry and Strategic Implications for Organisations', Journal of Management Studies, Vol. 38, No. 4, June 2001, pp.489 - 513.

Byrne, J., & Kabaila, P., 'Short Extract Confidence Intervals for the Poisson Mean', Communications in Statistics Theory and Methods, Vol. 30, No. 2, 2001, pp. 257 - 261

Geiselhart, K., 'Teaching Technology to Share', UltiBase Journal, <http://ultibase.rmit.edu.au/Articles/may01/geiselhart1.htm>, May 2001

Hallahan, T.A. & Faff, R.W., 'Induced Persistence or Reversals in Fund Performance? : The Effect of Survivorship Bias', Applied Financial Economics, CVol. 11, 2001, pp. 119 - 126.

Josev, T., Brooks, R.D., Faff, R.W., 'Testing a Two factor Model on Australian Industry Equity Portfolios : The Effect of Intervaling', Applied Financial Economics, Vol. 11, 2001, pp. 157 - 163.

Kluvers, R., 'Budgeting in Catholic Parishes : An Exploratory Study', Financial Accountability & Management , Vol. 17, No. 1, Feb. 2001, pp.44 - 58

In the 'E1 Conference paper in Refereed Proceedings' Category

Adam, S. & Deans, K.R., 'Inter-Study Comparisons of Small Business Internet Use in Australia and New Zealand', Proceedings of AusWeb01: The Seventh WWW Conference, Coffs harbour, Australia, April 2001.

Geiselhart, K., 'Will Income Become Virtually Untaxable?', Proceedings of AusWeb01: The Seventh WWW Conference, Coffs Harbour, Australia, April 2001



Did you know

What the R&D Office at Bundoora does.....

RMIT University has a centralised Research and Development Office that makes up the team for the Pro-Vice Chancellor (Research and Development). This Research and Development Office provides direction and guidance for research for the entire university, developing research strategies, liaising with external clients, meeting governmental reporting requirements and developing and running appropriate development schemes, to name some of their activities. Each of the faculties within RMIT University contain an Associate Dean (Research) (or equivalent) which manages faculty specific details, working with the centralised Research Office. The Research and Development Office disseminates information regularly through the RMIT University Newsletter which is sent to all staff through the email system. The Research Office also has a website where further information can be found out about research activities and opportunities within RMIT University. The website address is www.rmit.edu.au/departments/rd/index.html.

Research Funding, Scholarships and Fellowships

Staff who have any ideas for research projects that they wish to undertake and who are interested in finding out if there are any suitable grants which they could apply for they are encouraged to get in contact with the RDU who can assist in identifying opportunities and provide assistance with grant applications.

The following funding opportunities may be of interest to researchers in RMIT Business.

Academy of Social Sciences in Australia - Academy of Social Sciences/ Chinese Academy of Social Sciences (Beijing)

The sponsor and the Chinese Academy of Social Sciences (CASS) fosters collaboration between Australian and Chinese scholars (including co-operative research), for the exchange of information and documentation. Visits are normally of 2 - 6 weeks and to one or two cities.

Closing Date: 31 July, 2001

Australian Federation of University Women - AFUW ACT Inc. Bursary

The sponsor offers free board and lodging for up to four weeks at Ursula College in the ANU, Canberra. The award is open to a woman graduate or final year honours student who wishes to undertake a short project, in any field, which will benefit their research or professional expertise.

Closing Date: 31 July, 2001

Australian Federation of University Women - AFUW Queensland Freda Bage Fellowship

Fellowships are awarded to women for postgraduate study, including PhD research in a wide range of disciplines (including economics and management) at \$48,000 for 3 years.

Closing Date: 31 July, 2001

Australian Federation of University Women - AFUW Fellowship

This fellowship supports Australian women graduates enrolled or accepted for a PhD degree by research in any University for a specific project or purpose for research in any field. The minimum tenure is 6 months.

Closing Date: 31 July, 2001

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

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

IMPORTANT NOTE

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

The Business Integrity Systems Assessment

The School of Management is currently conducting a research project call the Business Integrity Systems Assessment. The project has been auspiced by Transparency International (Australia) and the Key Centre for Ethics, Law, Justice and Governance of Griffith University in Queensland as part of a National Integrity Systems Audit. The Key Centre is conducting the research into the public sector and the School of Management at RMIT is conducting the private sector analysis.

The project will be reviewing the systems, policies and processes that Australian businesses use to develop and promote integrity and transparency and prevent fraud and corruption. The data collection to fulfill the project will include individual and focus group interviews, a review of company documentation that relates to integrity and an on line quantitative survey, which has been made available to the project by Arthur Andersen. The project has been industry funded by BHP, Telstra and Arthur Andersen.

The researchers on the project from the School of Management are Joel Lucas and Assoc. Prof. David Kimber. Joel is working on the project for 10 months as the full time researcher. He

has completed a Bachelor of Commerce at Deakin University and a Master of Professional Ethics from the University of NSW. David has been teaching and researching in the areas of corporate governance, citizenship and ethics at RMIT for the last eight years and edits an email newsletter in this area. Both Joel and David have been supporting initiatives of the St James Ethics Centre in Melbourne.

This research project has presented a wide range of responses from companies contacted, ranging from “how can we help and can we be a part of any ongoing research work” to “what’s in it for us?” or “I don’t think any of our staff will be interested in this!!” About 45% of organisations contacted agreed to be involved. The effort required to encourage their interest was not insignificant. It highlights the recognition of the fact that getting industry participation in social research requires significant effort.

To date the research has been funded primarily by the industry partners. It is hoped that an ARC linkage grant will be forthcoming to enable this research to continue next year. Another unusual feature of the project is the collaboration with Arthur Andersen who have provided a website based survey tool called IntraSight. This tool has allowed the researchers to form a quantitative perspective on employee attitudes and perceptions of business integrity. It has meant the amount of data available for analysis is more extensive than would have been possible if the researchers had to design and use their own instrument. However this tool has also presented challenges. Some potential respondents were concerned about the use of such a tool as part of a university based research project. As such, clear guidelines relating to the collection and use of data had to be developed.

The support by an international Non Government Organisation such as Transparency International has meant that an enthusiastic advisory group has been available for a number of work in progress meetings. Their thoughts and ideas have been invaluable and are greatly appreciated. Gaining support from such networks can only assist the academic / industry research relationship to grow and prosper.

Data collection for this project was due to conclude at the end of May, and the expected completion date of the report is the end of June.



Congratulations to Recently Completed Students...

Gabrielle Berman has recently completed her PhD with the School of Economics & Finance. The title of Gaby's thesis is 'A Charity Case: Efficiency and Accountability of Nonprofit Welfare Organisations in Australia'.

Jan Priest has also completed his DBA with the School of Management. The title of Jan's thesis is 'Managing Investments in Information Systems: Exploring Effective Practice'.

Eric Lai is another student who has recently completed his PhD with the School of Economics & Finance. The title of Erci's thesis is 'The role of return skewness in financial modelling: Some international evidence'.

Mark Shying has also recently completed his PhD with the School of Accounting & law. Mark's thesis is titled 'International Accounting Standards: Interpretation and Language Theory: An Empirical Case Study.'

Also Raden Krisnan has completed his Master's with the School of Marketing. Raden's thesis title is 'Air Traffic demand Modelling and Aircraft Assignment Optimization in Australian Domestic Aviation'.

A Student's View

The research student life can be lonely and isolated, but it doesn't have to be that way. To help our research students get to know their fellow students we have decided to profile our students in the BRN. Each month we hope to profile a different student - find out what they are studying, their experience as a research student and any advice they have for their fellow students. In this month's profile we introduce Michael Baron, a Masters by Research student with the School of Marketing. Here are his comments and thoughts on being a research student.

My research is in the area of E-Marketing. When I finished my first degree in 1995, I thought I would never have to go "back to school" again. For the next five years I have been privileged to work in a number of exciting and challenging jobs: marketing manager in an export company, course developer, workplace trainer, lecturer to name a few. I also managed to establish AEP (Australian Educational Programs) – a business training and consultancy company of my own. Unfortunately or fortunately, I became one of the first victims of the E-revolution. I was very keen to expand my knowledge of the E-Business theory and practice. In order to improve my understanding of the online economy, I enrolled in the Master of E-Business (Research/Coursework) course. I really enjoyed the coursework component of the degree but unfortunately it became too time consuming and I had to switch to a pure research degree.

The first few months as a research student were the most difficult ones. Prior to commencement of my thesis, I had no academic research experience at all! I had to turn over a new leaf and learn to think like an academic, act like an academic, and most importantly write like an academic. I feel indebted to my supervisors and RDU staff for their assistance during my transition period. If it would not be for them, I'm not sure what I might be doing now... I must also mention fellow research students who generously helped me with my first research activities (database search techniques etc.).

Right now, I feel like I am on top of the world. I have just finished my first conference paper and I am working on my Ph.D upgrade proposal and apparently I am going to get my very own little study carrel soon (hopefully one of those next to the window!). I am also very pleased to notice that when I am doing consulting work for my clients, I am able to apply my research findings in the "real world" And guess what!? They do work (most of the time that is!)

A special thanks is extended to Michael Baron for his insights and comments on life as a research student at RMIT Business.

What's New in the RDU Library

Working Papers (External to RMIT)

Rumintha, W. & Bamerry, G., 'Born Globals Within the Australian Wine Industry : An Exploratory Study', Faculty of Commerce Working Papers Series, Charles Sturt University, Working Paper No. 01/01, April 2001.

Goddard, G. & Walker, G., 'Bank Mergers in Australia : Competition Assessment of the Commonwealth Bank of Australia's Acquisition of Colonial Limited', Faculty of Commerce Working Papers Series, Charles Sturt University, Working Paper No. 02/01, April 2001.

Bardoel, E.A., Tharenou, P. & Moss, S., 'Work-Family Practices and Accommodating Work-Family Workplaces : A Combined Institutional and Resource Dependent Theory Explanation', Department of Management Working Paper Series, Faculty of Business and Economics, Monash University, WP 31/01 June 2001.

Working Papers (External to RMIT)....cont.

Rahman, S. & Sohal, A.S., 'A Review and Classification of Total Quality Management Research in Australia and an Agenda for Future Research', Department of Management Working Paper Series, Faculty of Business and Economics, Monash University, WP 32/01 June 2001.

Sohal, A.S., Millen, R. & Moss, S., 'A Comparison of the Use of Third Party Logistics Services by Australian Firms Between 1995 and 1999', Department of Management Working Paper Series, Faculty of Business and Economics, Monash University, WP 33/01 June 2001.

Tharenou, P. 'Undertaking International Work Overseas and at Home : Why are Alumni Willing?', Department of Management Working Paper Series, Faculty of Business and Economics, Monash University, WP 34/01 June 2001.

Tharenou, P. & Zambruno, E., 'Are the Links Between Mentoring and Career Advancement Different for Women and Men?', Department of Management Working Paper Series, Faculty of Business and Economics, Monash University, WP 35/01 June 2001.

Petrovic-Lazarevic, S., 'Ethical Dilemma in Defining the Role of Chief Information Officer', Department of Management Working Paper Series, Faculty of Business and Economics, Monash University, WP 36/01 June 2001.

Stachurski, J., 'Stochastic Growth: Asymptotic Distributions', Department of Economics Research Paper Series, University of Melbourne, Research Paper No. 787, May 2001.

Stachurski, J., 'Log-Linearization of Perturbed Dynamical Systems, with Applications to Optimal Growth', Department of Economics Research Paper Series, University of Melbourne, Research Paper No. 788, May 2001.

Freebairn, J., 'Some Market Effects of E-Commerce', Department of Economics Research Paper Series, University of Melbourne, Research Paper No. 789, June 2001.

Seminar Series (Internal RMIT Business Publication)

Cahill, D. & Myers, P., 'Recognising Intellectual Capital: Lessons to be learnt from human resources accounting', New Forms of Reporting, Seminar Series 2000 School of Accounting & Law, RMIT Business, October 2000.

Faux, J., 'Research opportunities deriving from the inquiry process conducted by the Parliament of Victoria into environmental accounting and reporting', New Forms of Reporting, Seminar Series 2000 School of Accounting & Law, RMIT Business, October 2000.

Kovassy, M. & Hutton, C., 'Why do restaurants succeed in the Dandenong Ranges tourist region? A study based upon the perceptions and observed behaviour of owners of small restaurants in the region', Small Business Management, Seminar Series 2001 School of Accounting & Law, RMIT Business, March 2001.

Raar, J., Smith, E. & Cummings, K., 'Critical factors influencing employment: A study of small manufacturing firms in South-East Australia', Small Business Management, Seminar Series 2001 School of Accounting & Law, RMIT Business, March 2001.

Tanewki, G.A., Romano, C.A., & Smyrniotis, K.X., 'Owner characteristics and business planning as determinants of family farm performance', Small Business Management, Seminar Series 2001 School of Accounting & Law, RMIT Business, March 2001.

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Allison Dutka, Administrative Assistant

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

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