Business Research Report
2007
The Business Research Report 2007 has been compiled by the Business Research Office with assistance from the respective Schools and Centres.

Editor: Sandra Hart

This report is available online at www.rmit.edu.au/bus

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RMIT University

Research Strategy

RMIT University’s Research strategy focuses on RMIT being in the top 15 Australian Universities for research, a position it almost aligns with. However, recent research reports within RMIT show that performance in achieving that overall goal is focused in a small number of places and is not reflected uniformly across the university. In addition the university has taken a strategic decision to focus research in the areas it identifies as being strengths of the university in the 4 Research Institutes.

Resulting from this strategic direction RMIT is investing in the Research Institutes as a means of supporting excellence in research through seed funding and a prioritizing of research effort to achieve the strategic goals of increased competitive research grant awards, increased quality of research publications and output and more efficient completions in research training. Business is not a direct recipient of this RI proposition but there are significant benefits for Business with involvement.

The University has 6 focus areas in research

1. establishment of the 4 research institutes and the enhancement of research in other areas

2. effective preparation for the first and then subsequent rounds of the ERA.

3. increase ARC applications and success by greater than 50%.

4. embed research performance in all academic staff work plans and promote expectation of outcomes

5. achieve university-wide co-ordination and streamlining of research student management and support

6. support the best researchers to aggressively seek research income through industry engagement with a focus on a select group of ‘big clients.

The key strategies for research in the Business Portfolio are to be aligned with these overall university goals.
Message from the
Pro Vice-Chancellor,
Business

Professor Sheila Bellamy

In 2006, RMIT Business developed a blueprint to become one of the top 10 Business Schools in research in Australia by 2012. The Action Plan for the future included: benchmarking our research performance against all Business Schools in Australia; incorporating targets for research publications and competitive grants in individual staff work plans; establishing an industry engagement policy for research; increasing the professoriate to strengthen research and supervisory capacity; actively engaging with the University’s Research Institutes; and re-evaluating the Research Methods training programs and completion rates of Business research students and implementing identified changes. Our overall aims were to increase the number of research active staff, enhance the quality and impact of our research, strengthen our research supervisory capacity, and work with industry in addressing research issues relevant to their needs.

Although our overall aims remained unchanged in 2007, our research strategy was further developed and refined, becoming more focused as we positioned ourselves for intended government reforms to Australian research affecting the redistribution of block grants. We also sought to ensure alignment of our research with RMIT University’s wider commitment to applied and interdisciplinary research programs.

As noted in the following message by the Dean (Research and Innovation), Professor Brian Corbitt, our performance during 2007 has been excellent on some fronts, encouraging on others, while in some areas it is clear that greater investment and effort are needed. With an appropriate strategy now in place, supported by increased resource allocation aimed at strengthening our research capabilities, we continue—with greater confidence—to work towards the attainment of research excellence, and to establish ourselves as research-intensive.

I commend to you this report which reflects the range of research and scholarly activities undertaken within the Business schools in 2007, and reveals the strong commitment by staff to understand the current and emerging needs of industry, government and not-for-profit organisations, as well as to enhance the scholarship output and reputation of RMIT Business.
Message from the
Dean, Business
Research & Innovation

Professor Brian Corbitt

In mid 2007 the Schools in collaboration
developed a Research Strategy to frame
research activity over 2007 and 2008. The
Portfolio has developed and accepted the
Research Strategy Plan to frame research
and research outcomes from 2007. The
Business Portfolio has now aligned itself
with the University structure for research
with the closing of the RDU, the reallocation
of all researchers to Schools and the
renaming of the administration component
to the Business Research Office.

As part of the Action Plan for the future each
School has made a commitment to increase
the number of E level professors. Each
School is now re-developing the research
plan to better align Business for the next
RQF with more team focused research. The
Portfolio is investing in research in a more

Supervisor training has improved in all
Schools as have ARC grant applications.
Each of the Schools now allocates increased
time in workloads to research for staff and
has a clearer view about the direction of
research in the School. A Portfolio based
supervisor training program for 2007/2008
is and will address issues of timely
completion and improved supervisor
assessments. Dates for the supervisor
training and for the ARC Grant application
workshops have been set for 2008.

Research has begun to take on a more
formal role in Business. Research activity
continues to remain steady, however as
reflected in the overall University trends,
2007 was not as successful as the previous
year, as indicated in the stats in the
Executive Summary. HERDC Research
Income for the Portfolio has slightly
decreased from $1,322,617 in 2006 to
$1,316,431 in 2007. Weighted publications
scores were similar to last year at 163.112 for
2007. Research enrolments increased from
185 in 2006 to 218 in 2007, and completions
were steady at 28 for the DEST reporting
year with 30 successful archival submissions
for the calendar year.

Grant Applications are improving with 6
ARC Discovery and 6 ARC Linkage
applications submitted along with a number
of others such as AusAid, ARC Linkage
International, Aus-India Strategic Research,
Aus Vegetable and Potato Growers
Federation and the Melbourne Centre for
Financial Studies. Although the success rate
was relatively low, a new proposed internal
review process for applications for next year
will hopefully improve that rate.

The Business Research Office and the
Schools held a number of seminars and
workshops to improve research output and
there will be a greater focus on research in
2008.
Profile on the Dean

Professor Brian Corbitt

Information technology is an integral part of any modern business yet there is a surprising lack of information about how new technologies actually help those businesses prosper. The assumption that the implementation of a new IT system results in an increase in productivity can rarely be tested accurately. It’s a field of research in its infancy and RMIT is at the forefront through the leadership of Professor Brian Corbitt, Dean, Research & Innovation and Head of School, Business Information Technology within the Business Portfolio.

Professor Corbitt last year established the Business Services Science research group, which examined the efficacy of an industry that is no longer simply supplying hardware but providing a broad range of information technology services. The team of eight researchers is working on algorithms and systems in areas ranging from decision analysis to health informatics and financial modelling that can be broadly applied to measure the actual improvements that result from information technology changes.

With previous senior academic postings that include Professor of Management Science at Shinawatra University in Thailand and Pro Vice-Chancellor (Online Services) at Deakin University, Professor Corbitt came to RMIT in 2006 with significant experience and international standing. Much of his information systems research has examined e-business, e-commerce and e-government – topics on which he has published six books. In the past three years, the business of health has become the main focus of his work.

At the School of Business Information Technology, research projects are examining three key aspects of health and IT: technology, risk management, and the links between information and disease. The challenge is to make IT in health easier to use, so practitioners are willing to put it into practice. Researchers at the school are also examining ways of measuring and managing risk in hospitals – both clinical and financial – using information technology systems. The research, which involves a collaboration with global management consulting and technology services giant Accenture, will be tested in hospitals in Thailand and Australia.

In the area of information and disease, Professor Corbitt is beginning to work with Professor Eleanor Holroyd, Division Head of Nursing and Midwifery at the School of Health Sciences. Their project is bringing together existing research examining the relationship between knowledge about a disease and its spread, focusing on sex workers in China and Hong Kong.

Professor Corbitt is also collaborating with researchers from Thailand and Japan on a project looking at culture and its impact on the use and construction of information, with the aim of developing a critical framework in which to examine the nature of IT policy and how it is socially constructed. The research includes a detailed examination of the role of culture in IT policy and its adoption at the micro.

Source: R & I Research Highlights 2007
School of Accounting and Law
Introduction

The School achieved substantial research outputs in 2007 by way of academic journal publications, conference papers, competitive research grants, PhD student completions and textbooks.

Research Concentrations

The School's research activities continued to focus on the principal concentration areas of social and environmental accountability and accounting education within the accounting discipline and legal aspects of e-business within the law discipline.

Research Awards

Associate Professor Beverley Jackling presented a paper at the AFAANZ Conference and won the best paper award in the Education sector of the conference. The paper was titled “Approaches to learning accounting: a cross-cultural study” (with John Donald).

Professor Margaret Jackson, Associate Professor Supriya Singh and Associate Professor Roslyn Russell won the REIT Innovation Research Award (in the team category) within the Business Portfolio.

Professor Margaret Jackson was appointed as an “expert assessor” with The Carrick Institute for Learning and Teaching in Higher Education and was involved in the assessment for the Priority Grants Program in 2007.

Research Grants

Associate Professor Paul De Lange was part of the investigation team that received funding for $217,206 from Carrick Institute for their proposal ‘Enhancing Assessment Feedback Practices in Accounting Education: Issues, Obstacles and Reforms’.

- Alperhan Babacan awarded $13,000 as part of the RMIT Emerging Researcher Grant Scheme for his application titled “The Impact of the War on Terror on Muslims and Social Cohesion”.

- Sonia Magdizar, Kaye Hilliar & Associate Professor Kim Watty were successful in the AFAANZ grants scheme for their project titled: Preparing Accounting Graduates for Employment: Generic Skill Development and Work Integrated Learning. The AFAANZ grant amounted to $3750.

RMIT’s Learning & Teaching Investment Fund approved funding for the following projects:

- David Gowland $75,000 “Bachelor of Business (Accountancy) course resources for Vietnam

- Melissa Simpson $10,000 “Improving Student Learning in Large Classes: encouraging independent learning through reflection and engagement with ‘learning styles’

- Associate Professor Kim Watty $5,000 ‘Reuse of Learning Objects: Industry video case studies/interviews’

Author of Leading Textbook


Research Supervisions and Training

The School held 8 staff research seminars throughout the year, comprising of both external and internal presenters. Additionally, Professor Craig Deegan conducted a set of workshops on research methods for staff within the School.

The size of the School’s cohort of research students was maintained with 7 new enrolments in Research Masters and PhD degrees during the year. The full complement of research students enrolled in the School at the end of 2007, including their thesis topic and principal supervisor.
Business Portfolio Research Report 2007

Research Students

The size of the School’s cohort of research students was maintained with 7 new enrolments in Research masters and PhD degrees during the year. The full complement of research students enrolled in the School at the end of 2007, including their thesis topic and principal supervisor follows.

Research Degrees with an Accounting Focus

Kevin Adams-Max Aiken-PhD
Corporate Social Reporting and Auditing

Raffi Al-Jarah-Clive Morley-Masters
The Influence of Gender on the Financial Performance of Australian Public Companies

Hong Nee Ang-Craig Deegan-Masters
Corporate Environmental Governance of the Australian Timber Industry

Vo Minh Thanh Bui-Barry Cooper-Masters
A Study of the Professionalism Process of Accountants in Vietnam

Hong Nee Ang-Craig Deegan-Masters
Corporate Environmental Governance of the Australian Timber Industry

Vo Minh Thanh Bui-Barry Cooper-Masters
A Study of the Professionalism Process of Accountants in Vietnam

Huei-Chun Chang-Craig Deegan-PhD
Greening of RMIT Business: An Environmental Management Accounting Case Study

Stacey Cowan-Craig Deegan-PhD
Environmental Reporting and the Impacts of Mandatory Reporting Requirements

Fadzliina Mohd Fahmi-Craig Deegan-PhD
Environmental Accounting Practices in Malaysia

Ian Fraser-Clive Morley-PhD
An Investigation into Strategy Formation in Chinese Universities

Shamima Haque-Craig Deegan-PhD
Climate and Related Corporate Governance Practices

Robert Inglis-Robert Clift-PhD
Management Accounting and Market Orientation: Product Level Case Study Analysis

Muhammed Azizul Islam-Craig Deegan-PhD
Corporate Social and Environmental Reporting as a Response to Stakeholder Pressures: An Analysis of Bangladeshi Clothing Industry

Sophia Ji-Craig Deegan-Masters
The Measurement and Disclosure of Environmental Remediation Obligations: An Australian Exploratory Study

Sharon O’Neill-Craig Deegan-PhD
Corporate Social Accountability – The Mining Industry: A Review of Occupational Health and Safety

Michaela Rankin-Sheila Bellamy-PhD
Determinants of Executive Remuneration: Australian Evidence

Tom Rowles-Sheila Bellamy-PhD

Sharon Soltys-Craig Deegan-PhD
The Incidence and Role of Social and Environmental Key Performance Indicators in Management Remuneration Plans

Magdy Stephan-Robert Clift-PhD
Reverse Mortgages

Bulend Terzioglu-Robert Clift-PhD-Internal
Transfer Pricing in Services: A Value-Chain Framework

Grace Wong-Barry Cooper-PhD
The Context of Learning in an Australian University – A Study of Chinese Accounting Students

Antony Young-Robert Clift-PhD
Accountants Acceptance of a Cashless Monetary System using Implantable Chip

Yanli Zhang-Robert Clift-Masters-
Governmental Accounting in China: Current State and Future Perspective
Dr Ian Fraser  
PHD (Accountancy) (R) DR045RTS  
08/08/2007  
Senior Supervisor: Prof Clive Morley  
Second Supervisor: A/Prof Chris Ziguras  
Thesis Title: ‘Strategy Formation in Chinese Universities’  

Abstract  
Dr Fraser explored the process by which Chinese universities carry out strategy formation, using a stakeholder theory framework. Three approaches to strategy were identified: the President making decisions on strategy, a consultative approach with stakeholders and an approach that involved consultation with staff. The process varied across universities, depending on factors such as the relationships of the university President. The project has lessons that can be applied to joint ventures in education in China.

Dr Michaela Rankin  
PHD (Accountancy) (R) DR045RTS  
30/05/2007  
Senior Supervisor: Prof Sheila Bellamy  
Second Supervisor: Prof Clive Morley  
Thesis Title: ‘Determinants of Executive Remuneration: Australian Evidence’  

Abstract  
Dr Rankin investigated the components and determinants of Australian executives’ compensation arrangements. Her research was motivated by significant government, media and market interest in corporate governance, and executive remuneration in particular, resulting in substantial changes to regulation aimed at greater levels of transparency and alignment between remuneration and firm performance. Results offer support for these regulatory amendments and provide an insight into the range of economic and governance mechanisms which influence executive compensation.
Dr Thomas Reginald Rowles  
PHD (Accountancy) (R) DR045 19/11/2007  
Senior Supervisor: Prof Sheila Bellamy  
Second Supervisor: Prof G Burrows  
(external CSU)  
Thesis Title: ‘Development of Concepts of Capital and Income in Financial Reporting in the Nineteenth Century’

Abstract  
Dr Rowles’ study concerns the notions of capital and income which informed nineteenth-century financial reporting. Its original contribution is to show that contemporary opinion held that capital and income were separate states rather than expressions of the same identity: wealth. The modern twentieth-century understanding of wealth is shown to derive from the writings of U.S. financial theorist, Irving Fisher. The study draws on Fisher’s work to provide a reinterpretation of late nineteenth-century financial-reporting practices hitherto considered inexplicable.

Dr Bulend Terzioglu  
PHD (Accountancy) (R) DR045 07/06/2007  
Senior Supervisor: Prof Robert Clift  
Second Supervisor: Mr Robert Inglis  
Thesis Title: ‘Domestic Transfer Pricing in Services: A Value Chain Framework’

Abstract  
Dr Terzioglu investigated the transfer pricing methods employed in several Australian service industries using archival data, a survey and interviews. He discovered that the issues involved in transfer pricing are not well understood and that the leading theoretical model, value chain analysis, has not been adopted. The examiners complimented Dr Terzioglu on his extremely thorough literature review.

Dr Antony Michael Young  
PHD (Accountancy) (R) DR045 19/11/2007  
Senior Supervisor: Prof Robert Clift  
Second Supervisor: Dr David Gowland  
Thesis Title: ‘Accountants’ acceptance of a cashless monetary system using an implantable chip’

Abstract  
Dr Young investigated acceptability of a cashless monetary system based on an implantable chip linked to satellites, an extension of existing identification-by-chip technology. He modified Davis’ Technology Acceptance Model and tested the new model against data derived from professional accountants. Three variables, perception of risk, perception of usefulness and subjective norm were significant in explaining attitudes towards the potential development which showed 12% acceptance. This is an original contribution to the current identity debate in society and in government.

Mr Damian Tien Foo Niap  
M Bus (Accountancy) (R) MR072RTS 26/06/2007  
Senior Supervisor: Prof Robert Clift  
Second Supervisor: Dr David Gowland  
Thesis Title: ‘Environmental Management Accounting for an Australian Cogeneration Company’ No citation

Mr Aldo Taranto  
M Bus (Accountancy) (R) MR072RTS 19/07/2007  
Senior Supervisor: A/Prof Heather Mitchell (until 1/1/06), Prof Clive Morley, Prof Richard Heaney (until 1/1/06)  
Thesis Title: ‘Modelling the Impact of Close-Out Netting on Bank Portfolios’ No citation
Publications

Books


Book Chapters


Refereed Journal Articles


Fieldler, T. & Deegan, C. (2007). 'Motivations for environmental collaboration within the building and construction industry' in Managerial Auditing Journal, 22 (4), 410 - 441


Taylor, D. & Shan, Y. (2007). 'What drives the fledgling practice of social and environmental reporting by Chinese companies listed in Hong Kong?' in Accounting, Accountability & Performance, 13 (2), 57 - 89

Head of School
Professor Brian Corbitt

Director of Research
Associate Professor Hepu Deng

Introduction
The academic year 2007 was a year of further grouping the School research resources for developing the capabilities of the School research clusters under the leadership of the Head of School, Professor Brian Corbitt. Through the active contribution of every staff member at the School retreat in developing the 2007 school research plan, a number of key areas in research have been identified including:

Improving the impact of research at School through active participation of staff in research clusters,

Continuing the efforts at getting increased research output in journals with international impact,

Increasing grant applications with a focus on the ‘active’ researchers, and

Increasing the acceptance of research on technology in teaching and learning.

With the changing focus on research, particularly towards collaborative research with quality output, many more staff within the School started to take their initiatives in doing research within individual research clusters. Such initiative was further encouraged through the active participation into the trial run of the Research Quality Framework exercise conducted by the university. As a result, rich dividends have been produced in terms of increased research student enrollments, the timely completion of research students, refereed publications and wider involvement in various professional activities such as conference/seminar organizations and grant applications.

Highlights in 2007 include the successful running of two training courses for staff as well as research students respectively on Conducting Qualitative Research by Professor Dan Remenyi, an internationally renowned authority on research methods, and the Structured Equation Modelling by Mr Philip Holmes-Smith, a nationally recognised expert in quantitative research, the timely completion of the Research Quality Framework exercise according to the university requirements, and the continuous publications in refereed journals and conferences by staff.

Research Concentrations
The School of Business IT has four research clusters including Digital Business, Systems, Models and Strategies, Information and Knowledge Management, and Computers in Education. The Digital Business cluster concentrates on understanding and evaluating Internet-enabled businesses and services, and related competencies and connections. The System, Models and Strategies cluster seeks to develop and disseminate theoretically-grounded and practice-oriented understanding of information and information technology for business improvement. It focuses particularly on enterprise issues concerned with enterprise information systems, information systems development and use, business models and strategic IT management and governance. The Information and Knowledge Management cluster pursues research on the access to information, information retrieval, and dissemination of information from an information management perspective. The cluster of computers in education aims to investigate the use of information and communication technologies in teaching and learning.
Research Grants & Funding (internal and external)

The School of BIT is successfully managing several funded projects from competitive schemes, as well as other external and internal sources. These are listed in the section below.

**Project Title:** Competition and Collaboration in the Market for Digital Publishing

**Participants:** Prof Bill Martin, A/Prof Hepu Deng, Dr Jonathan Boymal, Mr Paul Merceica

This is a pioneer, in-depth analysis of the shifting relationships and alliances between key stakeholders in digital publishing, in a context of complexity, rapid technological change and Australian involvement in high value electronic information service markets. Using a multi-staged approach, the project aims to identify fundamental requirements and expectations of key stakeholders in digital publishing. The outcomes will include an ecological analysis of the digital publishing space and a redefinition of value proportions and business models with practical significance for Australian's participation in the information economy in general, and for the development of the digital publishing industry in particular.

**Project Title:** Evaluating the Impact of Information and Communications Technology on the Livelihood of Rural Communities

**Participants:** Associate Professor Mohini Singh and Dr Alemayehu Molla

Associate Professor Mohini Singh and Dr Alemayehu Molla received funding from the ‘Rural Industries Research and Development Corporation’ competitive research grant scheme to study the impact of Information and Communications Technology on the livelihood of rural communities. This research project will provide a better understanding of the rural community needs for e-learning and e-government applications supporting national ICT initiatives, and will also establish business opportunities in rural Australia. It will identify socio-technical, institutional and digital divide issues for ICT and contribute to the development of strategies to enable the rural community enjoy the same benefits of ICT as the urban society. This research is an extension of Mohini’s collaborative research project with academics from Institut National des Telecommunications in France, evaluating the impact of e-administration in rural Australia and France; and builds on to Alem’s previous work at the University of Manchester, UK, assessing the impact of ICT projects in developing nations.

**Early Career Researcher Grants**

**Project Title:** E-business assimilation and its impact on the growth and export performance of agribusinesses, AUD $10,000, November 2006- December 2007. RMIT University Emerging Researcher Grant

**Participants:** Dr Alemayehu Molla and Dr Konrad Peszynski

This project investigates the extent of e-business utilization in Australia’s Horticulture supply chain and its value for different members of the chain.

**Research Supervisors & Training**

The School is continuously developing its overall research profile by successfully recruiting a large number of research students. To further improve the research environment for the Master and PhD students within the School a number of initiatives have been taken which have proved to be popular among the supervisors and the research students. These initiatives include (a) the accommodation of all new research students at level 17, (b) the continuous running of the research seminars for the research students, (c) the organization of specific research training courses for the research students, and (d) the involvement of research students in the academic activities.
The total of 66 research students enrolled for both the Master by Research and PhD programs by the end of 2007 and the number of joint refereed publications between research students and their supervisors are the testimonials to such a great improvement of the research training at school.

Researcher Profile

Dr Vanessa Cooper

Dr Vanessa Cooper is a Lecturer in the School of Business Information Technology. Vanessa has worked as a systems engineer in the IT services industry in both Australia and the UK, which prompted her research interest in IT services, and in particular, the role of knowledge management in the provision of IT services. Vanessa’s research has involved working closely with numerous medium and large multi-national organisations, where she investigated the transfer of after-sales IT support-oriented knowledge to enterprise customers via web-based self-service systems for her PhD. Her other key research interests include e-relationship management, and more recently, Green IT. Vanessa has published and reviewed in both national and international information systems conferences and journals. She is currently supervising PhD students in the areas of knowledge management, eGovernment and ERP system evaluations.

Dr Say Yen Teoh

Dr Say Yen Teoh, joined RMIT’s School of Business IT in 2007, is a PhD holder from National University of Singapore (NUS) with a BBus Com (Hons) from Monash University. She obtained research scholarships from both NUS and Monash universities and was awarded by the Golden Key International Honour Society for her outstanding academic results. Prior to joining RMIT, she had several high ranking IS conference publications and book chapters published by the World Scientific Publisher and IRM Press. Currently, Say Yen’s primary research interests are in the areas of the implementation and use of Enterprise Systems, use of medical informatics with regards to issues relating to the development of methods, strategies, and models for identifying, controlling the applications of IS in the health sector including the minimizing of risks involved in its usage.

Graduates

Dr Neera Bhansali

PH Bus Info Systems) (R) DR048
03/07/2007

Senior Supervisor: Dr Andrew Finegan
Second Supervisor: Prof Bill Martin

Thesis Title: 'Strategic Alignment in Data Warehouses -Two Case Studies’

Abstract

Dr Bhansali investigated the role of the strategic alignment of technology and business strategies in the context of a successful implementation of data warehouse technology, a previously little studied field. Dr Bhansali’s research revealed five factors critical to alignment in a data warehouse context, of which only one was entirely technical in nature. In addition to this theoretical contribution, the models developed will provide practical guidance to the achievement of alignment in the implementation of data warehouse.
Dr Zijad Pita
PHD (Bus Info Systems) (R) DR048RTS
27/04/2007

Senior Supervisor: Dr France Cheong
Second Supervisor: Prof Mohini Singh

Thesis Title: ‘Strategic Information Systems Planning (SISP) in Australia: Assessment and Measurement’

Abstract
Dr Pita investigated Strategic Information Systems Planning (SISP). His theoretical models for assessment and measurement of SISP were empirically confirmed and significantly advance the field. A unique implementation of analytic thinking resulted in the ability to synthesise several measures of complex constructs into a single overall measure of SISP maturity. The models can be used as an early warning diagnostic tool to improve SISP. The research found that the practice of SISP in Australian organisations lacks the strategic dimension.

Dr Sally Skinner
PHD (Bus Info Systems) (R) DR048
21/11/2007

Senior Supervisor: Prof Bill Martin
Second Supervisor: Bruce Smith

Thesis Title: ‘Racist disinformation on the Web: The role of anti-racist Sites in providing balance’

Abstract
Dr Skinner explored the problem of racist disinformation on the World Wide Web and the balancing role of anti-racist sites. There has been relatively little research in Australia on racism on the Web. Facilitated by a critical realist methodology, the research revealed that while anti-racist websites take on diverse roles in tackling racism, few provide content to directly balance Web racist disinformation. Attempts to control the Web are problematic but balancing disinformation is not in itself an adequate solution.

Dr Hongli Song
PHD (Bus Info Systems) (R) DR048RT
06/09/2007

Senior Supervisor: Dr Hepu Deng
Second Supervisor: Prof Bill Martin

Thesis Title: ‘The Role of Information and Communication Technologies in Knowledge Management: From Enabler to Facilitator’

Abstract
Dr Song has studied the role of information and communication technologies (ICT) in support of effective knowledge management in organisations. Her research explores the dynamics of knowledge objects and processes and investigates the critical success factors for implementing knowledge management projects in organisations. This leads to a better understanding on the nature of knowledge and the relationship between ICT and knowledge management with the development of a novel framework for effective knowledge management.

Dr Wenqing Wang
PHD (Bus Info Systems) (R) DR048RT
20/09/2007

Senior Supervisor: Dr France Cheong
Second Supervisor: Prof Mohini Singh

Thesis Title: ‘Modelling and Simulating Mobile Commerce Diffusion in China Using System Dynamics’

Abstract
Dr Wang investigated the key factors associated with uncertainty in the process of mobile commerce diffusion. The result is a
theoretically driven model addressing the interactions of the three key aspects of mobile commerce development in China – population dynamics, the diffusion of the technology and provision of the necessary equipment. The findings provide insight into the complexity of the mobile commerce sector, which is increasingly becoming the next big innovation globally in business processes and popular culture.

Ms Kelly Hutchinson
M Bus (Bus Computing) (R) MR076RT
27/11/2007

Senior Supervisor: Dr Alemayehu Molla
Second Supervisor: Prof Bill Martin

Thesis Title: ‘Mapping the Dynamics of Social Enterprises and ICTs in Cambodia: A study of perception, use and benefit of ICT in development of the social enterprise space’
No citation

Publications

Books

Book Chapters


Referred Journal Articles


logic controller of an ATM switch and its simulation’ in Journal of Information Science and Engineering, 23, 741 - 755


McKay, E. (2007). 'Planning effective HCI to enhance access to educational applications' in International Journal Universal Access in the Information Society, 6 (1), 77 - 85


Refereed Conference Proceedings


Deng, H. & Quan, J. (2007). 'A decision model to ERP systems evaluation and selection' Proceedings of the Sixth International Conference on Information and Management Sciences, Eldon Y Li (ed.), The Sixth International Conference on Information and Management Sciences, Lhasa, China


Molla, A. (2007). 'Exploring the space and practice of e-business in the fair trade supply chain' Proceedings of the 9th International Conference on Social Implications of Computers in Developing Countries, Chris Westrup, Leiser Silva (ed.), 9th International Conference on Social Implications of Computers in Developing Countries, Sao Paulo


Song, H., Deng, H., Martin, W. & Qian, D. (2007). 'An in-depth analysis of the applications of information and communication technologies in organizational knowledge management initiatives’ Proceedings of the Sixth International Conference on Information and Management Sciences, Eldon Y Li, Lee, Lui, and Zhao (ed.), Sixth International Conference on Information and Management Sciences, Lhasa, China


School of Economics, Finance and Marketing
Introduction

The School of Economics, Finance and Marketing has experienced another successful year producing excellent outcomes from its research activities. The school's publications continue to be of high quality and have, in some cases, been the result of successful collaborations with academic colleagues nationally and internationally. Our research profile has also been enhanced by a significant number of presentations at prestigious domestic and international conferences by the school's academics and PhD students, and, as in previous years, the output of our research has resulted in several high profile media publications.

The school has also been successful in being awarded a number of competitive grants that will result in increased engagement with industry. In addition, in March 2007 our school received significant research income from a major Australian bank to investigate the effectiveness of one of their important savings programs aimed at helping low-income families. Such projects reflect our reputation in the wider community for producing excellent industry-relevant research output. Our ‘excellence in research’ profile is also reflected in the record number of students who enrolled in our postgraduate degrees this year. In total we welcomed eleven new research students in 2007.

Finally, our commitment to research and producing excellent outcomes from our research activities will continue into 2008. We look forward to broadening our school's research focus with the appointment of senior staff in Marketing and we will be establishing a Research Committee that will ensure our continued success.

Research Concentrations

Traditionally, the research focus of our school has been the functioning of markets. We seek to understand how markets operate and how they influence the community. The work includes financial markets, corporate finance and governance, empirical finance, international finance, public choice and applied econometrics. With the integration of marketing into the school and the appointment of senior academic staff in this discipline, our research activities will broaden to include areas such as brand management and consumer behaviour.

Research Awards

Professor Margaret Jackson, Associate Professor Supriya Singh and Associate Professor Roslyn Russell won the REIT Innovation Research Award (in the team category) within the Business Portfolio.

Research Grants & Funding (internal and external)

RMIT Emerging Researcher Grants were awarded to the following staff members:

Sambit Bhattacharyya to research "Institutions and Economic Development: An empirical approach to assessing the causes of institutional variability and its consequences for economic development”

Emawtee Bissoondoyal-Bheenick to research the “Volatility Asymmetry and Leverage: Some US Evidence”.

Marion Steel was granted the International Car Distribution Programme Australia Pty. Ltd award to research 'Issues in Succession Planning in the Automotive Industry'.

Professor Richard Heaney, Associate Professor Amalia Di Iorio, Associate Professor Terrence Hallahan, and Dr Michael Graham awarded a research grant of $19,000 by the Melbourne Centre for Financial Studies for a project titled “The Characteristics and Performance of Listed Managed Investment Companies.”
Professor Tony Naughton (through Monash University) with Professors Robert Faff and Francis In, Assoc. Professor Madhu Veeraraghavan and Dr. Paul Lajbcygier were awarded a research grant of $75,000 by the Melbourne Centre for Financial Studies for a project titled “Discovering style consistency and drift in Australian Equity Funds.”

Dr Vikash Ramiah, George Tawadros and Professor Tony Naughton were awarded a research grant of $20,000 by the Melbourne Centre for Financial Studies for a project titled “An Exploratory Study in the Pricing of Credit Default Swaps.”

ARC Discovery Projects Commenced in 2007

Participants

Professor Sinclair Davidson and Professor Richard Heaney

Project title: Does Australian Corporate Taxation Matter?

On a GDP weighted basis the average OECD corporate rate has fallen from 44 percent in 1985 to 31 percent in 2004. Australia operates a flat thirty percent corporate tax rate and this compares well with the current OECD average. Yet, the Business Council of Australia argues that the Australian corporate tax rate is ‘uncompetitive’. Certainly, the corporate tax burden (i.e. corporate tax revenue as a proportion of GDP) is very high in Australia, the third highest in the OECD, and the highest in the Asia Pacific region. This project will evaluate the extent that the corporate tax burden is a hindrance to Australian firms and economic behaviour.

Participants

Professor Richard Heaney and Professor Bruce Grundy, University of Melbourne

Project Title: Storage and the Hoteling Valuation Principle: Understanding the Dynamics of the Oil Industry

Understanding the economics of the oil market is important for understanding the shift toward smaller, more fuel efficient motor vehicles and less fuel intensive farming techniques. A better understanding of fundamental oil price processes will lead to more accurate oil price forecasting and hence more accurate pricing of oil derivatives (options, futures and swaps) and improved risk management (e.g. airlines hedging the cost of their jet fuel needs)

Membership of Editorial Boards/External Board or Committee Memberships

Professor Tony Naughton

- Member of editorial board of Accounting, Accountability & Performance

Conference Attendances

There were several international conference attendances by our academic staff members this year. These include:

Professor Tony Naughton, Professor Richard Heaney, Associate Professor Amalia Di Iorio, Associate Professor Terry Hallahan and Dr Vikash Ramiah attended the annual meeting of the 14th Global Finance Conference held in Melbourne in April 2007.

Dr Kate Westberg and Dr Con Stravos attended the 36th European Marketing Academy Conference held in Iceland in May 2007.

Professor Tony Naughton, Professor Michael Mckenzie, Associate Professor Amalia Di Iorio, Associate Professor Terry Hallahan and Dr Vikash Ramiah attended the annual meeting of the European Financial Management Association held in Vienna, Austria, in June 2007.

Professor Tony Naughton, Professor Richard Heaney, Associate Professor Amalia Di Iorio, Associate Professor Terry Hallahan
and Dr Vikash Ramiah attended 12th FINSIA/MCFS Banking & Finance Conference held at RMIT, Melbourne, in September 2007.

Professor Tony Naughton and Dr Vikash Ramiah attended the 20th Australasian Finance and Banking Conference held in Sydney in December 2007.

Dr Chris White attended the 9th International Decision Science Institute Conference, held in Bangkok, Thailand, and the ANZMAC 2007 Conference held in Dunedin, New Zealand.

Dr Lilai Xu attended the Shanghai Forum: Economic Globalization and the Choice of Asia, held in Shanghai, China, in May 2007.

Associate Professor Amalia Di Iorio and Associate Professor Terry Hallahan attended the Partnerships for World Graduates Conference 2007, held at RMIT, Melbourne, in November 2007.

Graduates

Dr Kuok Kun Chu
PHD (Economics & Finance) (R) DR047RTS 07/08/2007
Senior Supervisor: Dr Michael McKenzie
Second Supervisor: A/Prof Heather Mitchell
Thesis Title: ‘A Comprehensive Study on the Performance of Honk Kong Mandatory Provident Funds (MPF)’

Abstract
Dr Chu investigated the Hong Kong Mandatory Provident Fund (MPF) scheme, designed to create a system of savings from which individuals could provide for themselves in retirement. Since their inception in December 2000, these funds have underperformed relative to their benchmarks and some have even suffered losses. This thesis empirically investigates the performance and market timing ability of the MPFs in an attempt to establish why they have been doing so poorly.

Dr Paul Justin Jens
PHD (Economics & Finance) (R) DR047RTS 21/09/2007
Senior Supervisor: Dr Roslyn Russell
Second Supervisor: Prof Robert Brooks
Thesis Title: ‘Valuation Models for Australian Biotechnology Companies’

Abstract
Dr Jens’ research explored the valuation challenge facing Australian biotechnology companies using a multi-method approach. A qualitative investigation of the sector revealed that valuation uncertainty creates key challenges in raising sufficient capital to fund expensive research and development. Subsequent development and quantitative assessment of contemporary valuation models identified key drivers of value for the biotechnology industry. The findings provide biotechnology stakeholders with tools to reduce uncertainty surrounding the value and management of biotechnology investment.

Dr Tristan Andrew Masters
PHD (Economics & Finance) (R) DR047RTs 09/08/2007
Senior Supervisor: Dr Roslyn Russell
Second Supervisor: Prof Robert Brooks
Thesis Title: ‘The Supply and Demand of Creative Arts in Regional Victoria, Australia’

Abstract
Dr Masters explored the supply and demand of creative arts in regional Victoria. In addition to analysing the current environment, the thesis examines conditions, events and characteristics which could strengthen supply and demand of regional arts. The study modelled regional arts supply, in addition to finding that festivals foster overall arts demand. The thesis also found that gender, arts
expenditure and education are important determinants of creative arts demand. This study is valuable to funding bodies and community stakeholders.

**Dr Stuart John Thomas**

PHD (Economics & Finance) (R) DR047  
23/11/2007

**Senior Supervisor:** Dr Michael McKenzie  
**Second Supervisors:** Prof Richard Heaney,  
Prof Robert Brooks  
**Thesis Title:** ‘Modelling Commodity prices in the Australian National Electricity Market”

**Abstract**

Dr Thomas investigated the behaviour of wholesale power prices in Australia’s National Electricity Market. His thesis examines a much larger high-frequency data set than previous Australian studies and finds significant variation in the occurrence of extreme values and time-varying volatility between the states. His work also shows empirically that price spikes are more likely to be caused by supply disruptions than extremes of demand. The findings provide insight for participants in this economically important but highly idiosyncratic national market.

**Ms Sveta Risman**

M Bus (Economics/Fin) (R) MR075  
08/08/2007

**Senior Supervisor:** Prof Sinclair Davidson  
**Second Supervisor:** Dr Michael McKenzie  
**Thesis title:** ‘Measuring the Impact of Financial Deregulation’ No citation
Publications

Books

Book Chapters

Refereed Journal Articles
Fry, T., Heaney, R. & McKeown, F. (2007). 'Will investors change their superannuation fund given the choice?' in Accounting and Finance, 47 (2), 267 - 283


Refereed Conference Proceedings


Graduate School of Business
Introduction

In its third year of existence, the Graduate School of Business (GSB) has continued the process of focussing its research on its areas of strength which also coincide with the general themes of the Business Portfolio and University. Amongst some of the challenges faced by the GSB during the year, was a necessity to revise the encouragement schemes that the GSB had in place to encourage research activity and output. This was necessitated by the foreshadowed Research Quality Framework (eventually replaced by the Excellence in Research for Australia). While the GSB has always encouraged its academics to strive for research quality, with the new funding schemes, it was imperative to reinforce this.

Research output by GSB academics has again been excellent with a continuation of the very pleasing growth in the number of publications and well as an increase in their quality. These are presented in this report. The foundations for the GSB to increase its involvement in obtaining industry research funding as well as funding from national competitive grants has also been enhanced by the implementation of encouragement schemes put in place in 2007.

Research Concentrations

The Graduate School of Business has been and will continue to be proactive in establishing close links with industry and addressing research issues that are relevant to business and the communities in which we operate. Our collaborative ventures yield research that has broad economic, social and environmental implications beneficial to business, industry and the broader community. In general terms, the GSB has identified the following key research themes:

Sustainability is a key theme in our research endeavours. Current projects focus on: business sustainability (strategy, management and efficient production, distribution, planning etc).

A sustainable society (corporate governance and ethics in business and government together with management and planning in higher education to mention a few examples).

Some of the areas of research associated with these general themes include:

Tourism – Demand Modelling

Strategy – Corporate strategy, change management, leadership, Airline alliances, higher education planning, research quality enhancement, coaching.


Knowledge Management – Tacit and embedded knowledge capture, marketing.

Public Management – Partnerships, policy values.

Ethics and Governance – Comparative ethics, corporate social responsibility, organisational ethics, moral agency, codes of ethics and conduct, social audits, business ethics.

Supply Chain Logistics

Organisational Psychology – Organisational stress, managerial psychology.

Innovation and Entrepreneurship – Organisational innovation, internal systems, innovation and technology management, business incubators.
Research Activities

Visiting Scholars

The GSB continued its Visiting Scholar Program with two visitors during 2007. The first Visiting Scholar, Professor Li Quan-Gen from the Nanjing University of Finance and Economics, visited the GSB between June 1st and 29th this year. The second Visiting Scholar, Professor Krishna Dhir who is the Dean of the Campbell School of Business at Berry College USA, visited between July 11th and 20th this year and gave a number of seminars including some advisory presentations on seeking AACSB Accreditation.

The GSB Seminar Series

The GSB ran a considerable number of GSB Seminar during the year featuring academics, people from industry and business and research candidates. Details of the GSB Seminar Series can be found at http://www.rmit.edu.au/browse;ID=odn1trzetgluz.

Books

Professor Mike Berrell’s new book “Business Networks and Strategic Alliances in China” was released during the year. The book co-authored with Professors Clegg and Wang, addresses how knowledge transfer and innovation are interwoven within complex networks and how social capital contributes to the acquisition of crucial resources and business success in multi-type enterprises in China. The full details of the book are:


Professor Clive Morley has published an edited book: “Managing Tourism Firms”, Edward Elgar, Cheltenham UK and Northampton, USA, 2007. This book is an authoritative selection of the most important published work on the issues associated with running a tourism firm. Major topics covered include: strategy, marketing, the use of the internet and IT, pricing, managing staff and studies of specific sectors of the industry.


Teaching and Research Grants

Dr Ron Harper was awarded a Teaching and Learning Grant from the DVC’s Learning and Teaching Investment Fund. This grant was based on the work Ron has been doing in the online environment, in particular with wikis. The project involves working with Vietnam and Malaysia and shifting the concepts and tools into a new subject area (from Knowledge Management to Marketing Management).

Dr Michael Segon was successful in gaining a $40,000 research grant from the Australian Institute for Education for Sustainability. This grant was to be used in 2007 - 2008 with the focus of increasing the presence of Corporate Social Responsibility in MBA programs

Conference Organisation and Involvement

Dr Michael Segon was Convenor and Chair of The Australian Association for Professional Practice and Applied Ethics: 14th Annual Conference, June 27 – 29th, 2007, held at RMIT University. Dr Segon arranged this conference in conjunction with the GSB, RMIT University and The Sustainability Institute at RMIT. The Conference’s theme was “Enhancing Responsibility”.
Associate Professor Rosalie Holian is a Member of Review panel for papers submitted to the *Quality in Postgraduate Research Conference*, to be held in Adelaide in April 2008.

(Website: http://www.qpr.edu.au)

**Conferences Papers (Non-DEST compliant)**


**Membership of Editorial Boards/External Board or Committee Memberships**

Professor John Toohey is a Trustee - Committee for *Economic Development of Australia* (CEDA).

Associate Professor Rosalie Holian is a Joint Editor (with David Coghlan - Trinity College University of Dublin) of the ‘Special Issue’ of *Action Research* (Sage, UK) on ‘Insider Action Research’, a Member of Editorial Board of the *International Journal of Business Innovation and Research*, a Member of Review panel for *Management Decision* (Emerald, UK), a Member of Review panel for *Action Research* (Sage, UK), a Research Affiliate with the *Corporate Citizenship Research Unit*, at Deakin University.

(Website: http://www.deakin.edu.au/fac_arts/centres/cer/) and a Full Member, *Ethics Centre of South Australia*, (Website: www.ecsa.edu.au).

Professor Peter Sheldrake is a member of the editorial board of the *Singapore Management Review*. Professor Sheldrake is also a *Fellow of the Australian Institute of Management* and a *Fellow of the Royal Society for the Arts*, Chairman Radio 3MBS, a Director of Peter MacCallum Hospital, a Director of the Royal Agricultural Society and a Director of the Red Stitch Theatre Company.

Professor Nicholls is an Associate Editor – OR Modelling for *OR Insight* (the *Journal of the Operational Research Society* (UK), a Member of the Editorial Board of the *International Journal of Internet and Enterprise Management* (Inderscience Publishing, Geneva, Switzerland), a member of the International Advisory Board of the *Journal of the Operational Research Society* (UK), and a Member of the Executive Board, *Journal of Business and Management*, Chapman University.

Professor Nicholls is also a Fellow of the Operational Research Society (UK) and a Life Member of the Board of Officers of the Western Decision Sciences Institute (USA).

**Media Reports**

**Researcher Profile**

**Dr Michael Segon**

During 2007, Dr Michael Segon was active in both research related activities and consulting. The most significant role was that of conference chair for the 14th Annual Australian Association of Professional and Applied Ethics, held in July of 2007 at Storey Hall RMIT with the support of the graduate School and the Global Sustainability Institute at RMIT. Over 50 delegates registered for this event from all states of Australia as well as delegates from New Zealand and Japan. Dr Segon was also elected to the AAPAE National Committee for 2007-2008.

In terms of research, Dr Segon was successful in gaining a $40,000 research grant from the Australian Institute for Education for Sustainability to be applied in 2007 - 2008 with a focus of increasing the presence of Corporate Social Responsibility in MBA programs, and increasing engagement with the business community around CSR. Dr Segon was also appointed Ethics and Integrity Senior Consultant for McGrath Nicoll Australia - a major consulting practice dealing with mergers, restructuring, forensic finance investigations and integrity services. With McGrath Nicoll he assisted major Victorian Government Departments and Local Governments with their ethics and integrity polices. Dr Segon was also a key note speaker at the Chartered Secretaries Australia Ltd/ Annual Public Sector Update, and at the 4th International Symposium of Corporate Governance held at Nankai Business School, Tainjin, China.

**Research Students**

In 2007, the GSB had a considerable number of higher degree by research candidates working towards their completion of their courses. These are listed as follows.

- Nicholas Lee-DBA DR061-Not confirmed
- Merlene Koch-DBA DR061-Not confirmed
- Eddie Lam-DBA DR061-Not confirmed
- John Foo-DBA Singapore-Not Confirmed
- Ken Tay-DBA Singapore-Not Confirmed
- Maria Creus-DBA-DR061-Understanding Innovation in Australian FMCG Organisations-Peter Sheldrake
- Susan Inglis-DBA-DR061-Enabling Knowledge Flow -Rosalie Hollian
- Luke McFarlane Smith-DBA-DR061-Employee Engagement - Critical Factors in Bringing about Employee Engagement and Managing their Implications-Miles Nicholls-Paul Gibson
- Jude Walker-DBA-DR061-A community response to the skills shortage issue-Rosalie Hollian-Erica Hallebone
- Michael Howard-DBA-DR061-Strategic Management, performance measurement and governance in charitable organisations-Lynne Bennington-Clive Morley
- Nigel Baldwin-DBA-DR061-Corporate Support of the Arts; If it happens, how?-Erica Hallebone-Lynne Bennington
- Marija Bukarica-DBADR061-The Technical Expert Assumes managerial Responsibilities: An Interpretist Perspective on Transition in Australia-Erica Hallebone-John Toohey
- Stephen Childs-DBA-DR061-Pre-Acquisition Influences of Performance and Total Risk on Australian Domestic and Cross Border Acquisitions-Miles Nicholls-Tim O'Shannesey
- Andrew Guiney-DBA-DR061-Team building for Project Success-Miles Nicholls-Clive Morley
- Francesco Maurici-DBA-DR061-Creation and Concept: Exploring the Formation of Organisational Culture-Rosalie Hollian-Miles Nicholls
Silvia Seibold - DBA-DR061 - Understanding those Customers who leave a Premium brand.
Paul Gibson

Khalil Sukkar - DBA-DR061 - Care Needs, Not Staff Ratios: A New Approach in Residential Aged Care Staffing in Australia-Erica Hallebone-John Toohey

Paul Cerotti - DBA-DR061 - There is a world outside Verona - Capabilities of Business Students for Journeys into the Global Workforce-Brian Corbitt

Peter Hill - DBA-DR061 - Technology Transfer in an Australian Mining Company: Factors Influencing Society-Clive Morley-Rosalie Hollian

Michael King - DBA-DR061 - The Development of an Accreditation Model for Funeral Firms in Victoria-Paul Gibson

Gillian Miles - DBA-DR061 - The Importance of Community Conversation-Erica Hallebone

Vivianne Nikou - DBADR061 - The Globalisation of education, its impact and response by secondary schools-Erica Hallebone

Malak Sukkar - DBA-DR061 - Executives’ decision Making in Australian private Hospitals: Margin or Mission?-Erica Hallebone

Ian Randall - DBA-DR061 - Commercialisation of Technology: Leadership in Innovation - Strategies for Entrepreneurial Success in the Australian Information and Telecommunication Technology Industry-Peter Sheldrake

Paul Takac - DBA-DR061 - Stakeholder Management - A Case Study of Rural and Remote Telecommunications-Erica Hallebone

Christine Brand - DBA-DR061 - Strategic Elements of Outsourcing-Rosalie Hollian-Paul Gibson


Garry Nolan - DBA DC004 - Expanding Into An International Market: Strategy Analysis and key Strategic Decisions for Australian Companies-Miles Nicholls-Rosalie Hollian

Geoff Avard - DBA DC004 - IT Outsourcing: Challenges and Success Factors for IT Management (The Vendor Perspective)-Rosalie Hollian-Miles Nicholls

Jacqueline McCann - DBA DC004 - The Impact of Change on the ledges of Change-Sandra Jones

Mark Wylie - DBA DC004 - Safety Behaviour in Unionised Workplaces - The Commercial Aviation Experience-Erica Hallebone

Maurice Abi-Raad - DBA DC004 - Federated Identity Management: A Necessary Imperative for Business Process Management-France Chong-Miles Nicholls

James CheeMee Wong - DBA-Singapore - Corporate Governance, Singapore Style: What's in it for the Smaller Listed Company?-Rosalie Hollian-John Eady

Andy Santosa - DBA-Singapore - Strategies to prepare Indonesian family businesses for listing-Lynne Bennington-John Eady

Victor Tay - DBA-Singapore - Core Values Enacted by Singapore Entrepreneurs -Paul Gibson-John Eady

Beng Hock Allan Chia - DBA-Singapore - Lynne Bennington-John Eady


Louise King - Masters of Business by Research - What are the perceived management challenges in understanding, measuring and sustaining operational risk behaviours that optimise an organisations risk profile in the Banking sector.-Erica Hallebone

Vicky Dagres - Masters of Business by Research - Exploring Organisational Transformation across large organisations in Australia-Chris Christodoulou-Tim O'Shannassy
Richard Jarmal - PhD - Decisions between proprietary and open source business models - Peter Sheldrake - Miles Nicholls

Mingmalairks Phoommithaph - PhD - Value creation through core competency enhancement in Thai enterprise - Konrad Peszynski - Brian Corbitt

Eugene Boyle - PhD - Corporate Governance in Sustainable Entrepreneurial Local Government - Erica Hallebone

Phillip Buckel - PhD - Concept of Community in Emergency Management - Erica Hallebone - Miles Nicholls

Kornkanok Duangpracha - PhD - Not Confirmed - Paul Gibson - Clive Morley

Irene Deng - PhD - EQ and CQ of Expatriate Transformational Leaders: a Qualitative Study of Cross-Cultural Leadership Effectiveness for Australian Business Managers Working in China - Paul Gibson

Antoun Hindy - PhD - Managing water resources in Israel and Lebanon - Peter Sheldrake

Anna Daniel - PhD - Can musicians manage? An exploratory study of emerging business models in the music sector - Peter Sheldrake - Miles Nicholls

Bernadette McNicholas - PhD - Corporate Arts Sponsorship - Peter Sheldrake - Robin Usher

Robert Schmidle - PhD - Positioning theory and terrorist networks - Lionel Boxer

Graduates

Dr David Cochrane

Doctor of Business Admin (R) DRo61RTS 29/03/2007

Senior Supervisor: Prof Miles Nicholls

Second Supervisor: Mr David Kimber (until 31/12/05)

Thesis Title: ‘Maintaining Environmental Values in a Commercial Environment - a Framework for Commercial Development in Victoria’s National Parks’

Abstract

Dr Cochrane investigated approaches adopted by national park managers in the conduct of commercial business activities by the private sector and developed a commercial business model for the provision of these services specifically for application in Victoria’s national parks. The research findings challenge current practices suggesting they are inhibiting the quality of service being provided along with the level of protection afforded to parks natural values. The resulting business model provides a framework for the structuring of commercial business activities.

Dr Alison Mary Fincher

Doctor of Business Admin (R) DRo61RTS 08/11/2007

Senior Supervisor: Dr Paul Gibson

Thesis Title: ‘The Business of Academia: Challenges for university leadership as the knowledge industry becomes big business’

Abstract

Dr Fincher explored the many challenges facing leaders of Australian universities, given decreasing funding and increasing accountability. Her research significantly advances understanding of effective management in higher education by identifying eleven widespread dilemmas that confront university leadership, and by detailing the new set of professional competencies that effective leaders are developing. Her analysis employed dilemma resolution theory to illuminate the thought and actions that are making it possible for some university leaders to move forward in extremely difficult circumstances.

Dr Peter Wyndham Woodgate

Doctor of Business Admin (R) DRo61RTS 28/11/2007

Senior Supervisor: A/Prof Subhabrata Banerjee
Second Supervisor: Prof Miles Nicholls

Thesis Title: 'Innovation in the Australian Spatial Information Industry: Incentives and Impediments'

Abstract
Dr Woodgate's thesis identified over 60 factors that enhance and impede innovation in Australia's spatial information industry. It examined five case studies in Australian companies and surveyed 70 companies quantitatively. The results will be published as a blueprint of innovation best practice in the spatial information industry for the first time world-wide. Spatial information is the use of satellite imaging, GPS and visualisation technologies. It is one of the fastest growing segments of the information communication technology industry.

Completions
Errol Muir – July 2007 - PhD
Thesis title: “What's important to raters in judging work performance: Mapping individual priorities and management team differences”

Abstract
This thesis explores the application of personal construct psychology and the repertory grid to performance management in a technical consulting organisation. The research examines what is important for a manager in assessing work performance and how each manager’s mental model for performance compares with his/her peers. Managers acting as raters are the critical link in the observation and assessment of performance and in the feedback process. Rater observations and judgements are affected by their personal mental models regarding what is important. These views may or may not accord with those of their peers, resulting in inconsistency and unfair assessments, or with what the organisation’s strategy demands.

Marcus Powe – December 2007 – PhD
Thesis title: “The measurement of innovation in large service organisations”

Abstract
The measurement of innovation in organisations that produce tangible products is well represented in the literature and many researchers have made significant contributions that should assist organisations to continue to create wealth. The scale and breadth of this research has identified that many terms used to explain innovation have become part of organisational vocabulary. Terms such as creativity, innovative or enterprising are used when leaders and managers describe what they consider are either behaviours or mindsets that are required to grasp opportunities. These terms are often highly emotive. They are often interchanged, misunderstood and confused when dealing with tangible products. A challenge emerges from the literature to develop a set of working terms that will assist leaders and managers to work effectively and efficiently when communicating with staff, customers and suppliers.

Outstanding Research Scholar
Ms Malak Sukkar - (DBA)

Senior Supervisor: Associate Professor Erica Hallebone

Thesis title: “Executives’ Decision Making in Australian Private Hospitals: Margin or Mission?”

Abstract
This thesis examines decision making at executive level in Australian private hospitals as a social phenomenon, since individuals draw meaning from their own biographical and social environmental experiences. The researcher interpreted the constructed realities of the factors influencing executives’ decisions within the context of private hospitals - a field that is rarely examined
through the lens of social research. Using an Interpretivist research paradigm, the researcher conducted semi-structured and in-depth interviews with sixteen executive members who are experts in their field and represent both sectors of the private hospital industry: private for-profit and private not-for-profit.

The thesis sets out recommendations to assist executives in managing the different factors that interplay to form executives’ decisions. The importance of having a mission in business longevity and the integration, as opposed to alignment, of strategic goals with business operations when making executive decisions in private hospitals was highlighted. The implications for both sectors are described and recommendations for further research are suggested.

Publications

Book Chapters


Refereed Journal Articles


Nicholls, M. (2007). The development of a benchmarking methodology to assist in managing the enhancement of university research quality' in Higher Education Quarterly, 61 (4), 539 - 562


Refereed Conference Proceedings


School of Management
Introduction

The School of Management has a research philosophy that aims to develop the link between theory and practice through encouraging applied and action research that contributes to development of better practice. This concern for practice extends both to the field of management within organisations; in the private, public and not for profit sectors; and to that of education in management and related subjects. 2007 saw further enhancement of the School’s research culture and reputation through developing publications, obtaining funding from external sources, conference presentations, and through recruitment of additional research active academics.

Research Concentrations


Research Awards

Research Grants & Funding (internal and external)

External


Associate Professor Adela McMurray: ARC Linkage Grant (2007-2010) with The Uniting Church in Australia Property Trust (NSW) for Wesley Mission. Proximal and organizational leadership and climate as predictors of key performance in non-profit organizations. $124,649 over 3 years.


Internal


Research Supervisors & Training

a) Total Number enrolled—40

b) Number of commencements—11

Authors of Leading Textbooks

During 2007, Professor Kosmas Smyrnios liaised with colleagues from the Cyprus International Institute of Management and Manchester Business School, and from the European Business School and INSEAD to produce the Handbook of Research on Family Business, containing 75 contributions from around the world. Professor Smyrnios was quoted at the launch as saying that “Family businesses play a central role in the economies of the world”. He also pointed out that over half of Australia’s top 500 companies are family owned. The Handbook provides an authoritative guide both to those who want to study family business and to those who wish to start up their own family owned business. The Handbook is published by Edward Elgar Publishing.
Conference Attendances

International conference on "Tourism and Indigenous Peoples/Minorities in Multicultural Societies, Yunnan University, Kunming, Yunnan, China, December, Dr Robert Inbakaran.

Research Meeting with the Bordeaux Ecole de Management in the field of Supply Chain Management and in the field of Service Management, France, December, Dr Annibal Scavarda.

Biennial Conference 2007 - Professionally Speaking: Qualitative Research and The Profession, Australia, November, Dr Ramaswami Sridharan.

IRMA Annual Conference, Vancouver, May, Dr Fang Zhao.

8th International Research Conference on Quality, India, February, Dr Peter O'Neill.

Seasonal Mavens Feast, Melbourne, March, Assoc. Prof. Adela McMurray.

Lean & Sixsigma Summit 2007, Sydney, June, Assoc. Prof. Shams Rahman

7th Annual IFERA Conference, Kuala Lumpur, June, Prof. Kos Smyrnios

15th World Conference on Cooperative Education, Singapore, July, Friederika Kaider.

Academy of Management Conference, Philadelphia, August, Dr Greg Fisher, Nigel Munro Smith, Dr Fang Zhao, Dr Cathy Brigden, Assoc. Prof. Adela McMurray, Dr Cathy Hall, Dr Annibal Scavarda.

POMS/SIMPOI, Philadelphia & Brazil, August, Dr Annibal Scavarda.

Strategic Management Society, San Diego, October, Dr Helen Hu.

10th SGBED Conference, Kyoto, August, Assoc. Prof. Alan Nankervis., Dr Ramaswami Sridharan, Dr Shahnaz Naughton, Dr Charles Lau, Dr Booi Kam.

Work, Employment & Society Conference, UK, September, Dr Ruth Barton.

Researcher Profile

Cathy Bridgen

Dr Cathy Bridgen's research focuses on analysing power dynamics and gender in peak unions. Her *Journal of Industrial Relations* article, 'Analysing Internal Power Dynamics in Peak Unions: A Conceptual Framework’ contributes to a growing theoretical debate about power and purpose in peak unions and introduces a conceptual framework for analysing internal power dynamics. Drawing on her doctoral research, the framework, based on the new concepts of ‘organisation power’ and ‘collective movement power’, provides new insights into the relationship between trade union affiliates and peak union leadership, illustrated by the case of the Victorian Trades Hall Council.

Cathy's article in *Australian Feminist Studies*, ‘A Women’s Place?’ arises from a broader research project exploring gender in peak unions. With little written about the historical patterns of women’s representation in peak unions, this article provides an overview of the historical and contemporary role of women trade union delegates in the Victorian Trades Hall Council.

Dr Prem Chhetri

In 2007 Dr Prem Chhetri was involved in a range of research activities. He has collaborated with colleagues within and outside the School on various research projects and successfully obtained over two million dollars in grant monies. His major award was for an ARC Discovery Grant on ‘Understanding the spatial and social drivers of employment transitions’.
During 2007, Prem produced a number of journal articles in collaboration with others, including:


Dr Fang Zhao

In 2007, Dr Fang Zhao was awarded the only RMIT Research Awards – Publication Award within the Business Portfolio, for her significant contribution to RMIT’s research publications, having the highest number of DEST-recognised publications in the last reporting year. Under Fang’s editorship, the International Journal of e-Business Management, an international refereed journal, was launched and published its first issue. Through a competitive tendering process, Fang was successful, as team leader, in winning a research contract for $34,000 to develop a knowledge management strategy for the Department of Justice of Victoria. The project has been successfully completed to the satisfaction of the Department.

Fang was invited to take up the Track Chair of the 18th Annual Information Resources Management Association International Conference held in Vancouver in May. Fang published one refereed journal article and 3 refereed conference papers in 2007. In addition, as Principal Editor, she led a team of over 50 international experts in the study field and completed a research-based book Information Technology Entrepreneurship and Innovation, scheduled for publication in early 2008.

Graduates

Dr Sharon Lee Bryant

PHD (Bus Admin) (R) DR046RTS
15/01/2007

Senior Supervisor: Prof John Fien

Second Supervisor: Dr Roslyn Russell

Thesis Title: ‘Community Foundations The Asset-based Development of an Australian Community Organisation as a Foundational Source for Sustainable Community Development’

Abstract

Dr Bryant conducted action research in a community centre to explore the organisational development processes required for such centres to promote community sustainability. Her research found that a change from deficit-to asset-based approaches to community development is a necessary pre-condition for this to occur. She uncovered significant barriers to this in the embedded history and culture of the community centre and so successfully explored and tested a range of organisational development processes for sustainable community development.

Dr Donald James Bradmore

PHD (Bus Admin) (R) DR046RTS 19/11/2007

Senior Supervisor: Prof Kosmas Smyrnios

Thesis Title: ‘The Quest of the Australian Public Universities for Competitive Advantage in a Global Higher Education Environment’
Abstract
Dr Bradmore examined levels of concern of Australian public universities with rapidly intensifying competition in the global higher education sector, evaluating strategies employed by these institutions to protect market position. Systematic analysis of published strategic plans was undertaken and interviews with senior academics and administrators were conducted. Culminating in the development of a strategic model to guide competitive behaviour, findings provide valuable insights into the management of higher education for researchers, policymakers and practitioners.

Dr Holly Thu Dinh
PHD (Bus Admin) (R) DR046RTS
05/10/2007
Senior Supervisor: Dr Julie Wolfram Cox
Second Supervisor: Mr Peter Burrows
Thesis Title: 'Exploring the role of 'understanding' in generating and achieving organisational change: A practitioner research journey'
Abstract
Dr Dinh's thesis explored, reflected on, and 'unpacked' the central theme of how understanding helps practitioners and people in organisations to produce and achieve organisational change. Utilising a practitioner research methodology that incorporated creative forms of representation, this research uncovered and expressed alternative ways of thinking about and working with change that illuminate how this 'understanding' can be achieved in practice. This study provides critical insights that will serve to inform and extend the field of organisational change.

Dr Adeline Pek Kay Ong
PHD (Bus Admin) (R) DR046RTS
13/04/2007
Senior Supervisor: Prof Kosmas Smyrnios
Thesis Title: 'The Impact of Disruptions on Routinization of Goal-Directed Grocery Shopping Behavior'
Abstract
Dr Ong's thesis examined key drivers of routinised grocery shopping behaviours and the impact of disruptions on these routines. Utilising a 2-study paradigm, Study 1 developed a conceptual framework of behavioural routines, demonstrating the integral role of personal goals. Study 2 tested this model empirically using structural equation modelling procedures, showing that regardless of goal stability, behavioural deliberations change when model components are disrupted. Her thesis reveals that consumers are unlikely to forego non-negotiable goals in the face of disruptions.

Dr Caroline Swee Lin Tan
PHD (Bus Admin) (R) DR046RTS
08/06/2007
Senior Supervisor: Prof Kosmas Smyrnios
Second Supervisor: Dr Anthony Lowe
Thesis Title: 'Sources of Competitive Advantage for Emerging Fast Growth Small-to-Medium Enterprises: The Role of Business Orientation, Marketing Capabilities, Customer Value, And Firm Performance'
Abstract
Dr Tan's thesis examined the influence of market, learning and entrepreneurial orientation as sources of competitive advantage in fast-growth small-to-medium companies. Her research utilized a mixed-methods design involving two interrelated studies. Findings reveal that business orientations enhance marketing capabilities and ultimately firm performance. Customer value also plays a significant role in this relationship. Her findings have important implications for entrepreneurship, and marketing theory and practice.
Dr Lynette Stavretis

PHD (Bus Admin) (R) DR046 21/08/2007

Senior Supervisor: A/Prof Carlene Boucher

Second Supervisor: Ted Lipiarski

Thesis Title: 'The Dance of Compliance: Performance Management in Australian Universities'

Abstract

Dr Stavretis conducted a national investigation of performance management (PM) practices for academic staff in Australian public universities. She presented an overview of existing PM systems as well as the perspective of academic managers and staff in a qualitative analysis that drew upon Australian and international literature. Findings provided information to assist those involved with the design, implementation and conduct of PM systems to improve the effectiveness of practice. They also challenged whether current PM systems merited the investment.

Outstanding Research Scholars

Dr Lynette Stavretis is nominated as the School of Management’s outstanding research scholar for 2007 for her PhD thesis, “The Dance of Compliance: Performance Management in Australian Universities”. Lynette’s PhD was one of three nominated from the Business Portfolio for the 2007 RMIT Research Awards, for the University Research Prize awarded to students in recognition of the achievement of excellence in a higher degree by research program.

Suryadeo Vinay Kissoon, PhD candidate, School of Management was honoured to receive the prestigious Caulley Award for the Best Refereed Paper by a Doctoral Candidate presented at the Conference of the Association for Qualitative Research 2007. His paper titled "The Research Ethnographic Research Cycle as a Substantial Qualitative Methodology to Illustrate the Continuous Improvement Teamworking Model" will be published in the Journal of Qualitative Research.

Whilst the major focus of research activity in this report lies with academic staff research and postgraduate research students, the culture of research within the School of Management extends to its undergraduate programs. In particular, the research philosophy of promoting applied research that links theory to practice is actively encouraged and supported. The success of this approach is demonstrated in the success of a number of students in developing new business links and new businesses; achievements that could not be completed without the ability to undertake relevant research and analysis, and to develop options for action which are then successfully implemented.

Notable achievements in this field in 2007 include those of Lucas Couper, a student on the Bachelor of Business (Supply Chain Management) who, with fellow student Caroline Taylor, set up DayWork.com.au, a website that aims to make job-seeking easier for students, mature workers and parents seeking flexible employment hours. Also, Bachelor of Business (Entrepreneurship) students Campbell King and Valjean Boynton successfully launched Kegs on Legs after winning the 2006 RMIT Business Plan Competition and the 2006 Port Phillip Business Association Young Entrepreneur Award. In 2007, they were the only Australian team amongst the finalists for the Queen’s Entrepreneurs Competition, run by Queen’s University, Ontario, where they won the Innovation Award.

Finally, amongst a range of other achievements from the School, 22 students from the Bachelor of Business (Entrepreneurship) worked with Deloitte Innovation Team on a project to target commercialisation of seven innovations.
Business Portfolio Research Report 2007

Publications

Book Chapters


Refereed Journal Articles

Barton, R. & Fairbrother, P. (2007). 'We’re here to make money; we’re here to do business: Privatisation and Questions for Trade Unions' in Competition and Change, 11 (3), 241 - 259


**Business Portfolio Research Report 2007**

**Refereed Conference Proceedings**


Kissoon, S. (2007). The Research Ethnographic Research Cycle as a substantial qualitative methodology to illustrate the Continuous Improvement Teamworking Model' Association for Qualitative Research Biennial Conference 2007, Jan Bruce Govan, Darrel N Caulley (ed.), Professionally Speaking: Qualitative Research and the Professions, Monash University


Nankervis A. (2007).'Vulnerability analysis mapping: The case of the Phuket hotel industry', Second Services Management Conference, Jakarta


Office of the Pro Vice-Chancellor Business
The Office of the Pro-Vice Chancellor (OPVC) includes a number of groups that were involved in various research activities; the Academic Development Unit, the Innovation Unit, the Smart Internet Technology—Cooperative Research Centre and the Business Research Office (formerly the Research Development Unit).

All the research academics within the Business Research Office were transferred to the appropriate Schools from mid 2007 in line with the Portfolio’s research strategy. The unit will however continue to provide support for research administration and management within the Business Portfolio.

These activities include:

- Research strategy planning and development
- Reporting on research activities and outcomes to the University, and Federal Government
- Student administration, pre-enrolment (e.g. queries, applications), scholarship ranking, enrolment, re-enrolment and candidature management through to completion (excluding progress reviews)
- Administering the Research Student Support Fund, and Portfolio Higher Degree by Research Student Scholarships
- Managing ethics applications from research students, course work students and staff undertaking research involving human participants
- Collection of material on research grants
- Collection of research publications for DEST returns
- The production of an annual Business Portfolio Research Report
- Co-ordination of the Portfolio Higher Degrees Sub Committee (PHDSC)
- Co-ordination of the Portfolio Human Research Ethics Sub Committee (PHREC)
- Research training for both staff and research students, for example Supervisor Training Sessions and the Business Research Interns (BRI) program
- Co-ordination of Portfolio Supervisor Register
- Managing the Research Scholar Facility
- Contributing to the development and maintenance of Research Master
- Provision of Higher Degree by Research Student Reports to the Schools
- Coordination and delivery of Business Research Methods
- Providing support to affiliated academic staff for special projects

Academics within these groups continue to contribute to the DEST publications output, present papers at conferences and are engaged in other significant research activities which are positively acknowledged by the Office of the Pro-Vice Chancellor.
Graduates

Mr Phillip Anthony Hingston
PHD (Transport Res Cte) (R) DRoo8
Supervisors: Prof Tim Fry and Dr John Byrne
Thesis Title: Animated Proportional Venn Diagrams: A Study into their Description, Construction and Business Application
Dr Hingston investigated the applicability of data animation for meaningful rendition of large volume multidimensional datasets to business audiences. His study focussed on animated Venn diagrams and improved our understanding of how audiences assimilate information from business graphics. His work leads towards better, more intuitive presentations of information in the future.

Dr Francisco Fernando Ribeiro Ramos
Doctor of Phil (by Public)PH018RTS
Supervisors: Prof Tim Fry and Dr Heather Mitchell
Thesis Title: Essays in Time Series Econometrics and Forecasting with Applications in Marketing
Dr Ramos investigated the development and application of time series econometric models in Marketing from 1970 onwards. His focus is on the modelling of the effects of marketing actions on performance variables, such as sales and market share, in a range of competitive markets - automobiles, packaged goods and tourism. The research shows the advantages of using Bayesian vector autoregressive models when we wish to understand both the dynamic and interaction effects of marketing variables such as price and advertising on outcomes of interest.

Academic Development Unit

Refereed Conference Proceedings

Smart Internet Technology
CRC
In 2007, the Smart Internet Technology Cooperative Research Centre focused on web legalities, electronic payment systems, web accessibility and a quantitative study of security, trust, identity and privacy in online financial and personal transactions.

We were also commissioned by The Distillery, an industry partner to undertake research on mortgage fraud in six countries including Australia. This report resulted in a refereed article on sub prime lending in the US and Australia.

Our projects were multi-disciplinary, including people from the social sciences, law and business. We worked with the Australian Bankers Association, BPAY Pty Ltd and the Distillery Pty Ltd.

The Project

The project has two streams.

Impact of Changing Roles in E- and M-Commerce led by Professor Margaret Jackson

The first area of this research focused on the privacy, security and legal issues affecting small business in the business to consumer (B2C) electronic commerce environment. The project involved the examination of 40 websites of small businesses based in Australia to assess whether the content on these websites conform with legal obligations. The study found that many of the websites examined appear not to be complying fully with their obligations under privacy and fair trading legislation as well as with those imposed in contracts with merchant facility providers. This study then lead to the development of a workshop involving web designers in Melbourne in May 2007. The workshop raised awareness of legal issues relating to privacy policies and to contractible terms and conditions that Australian web designers may need to consider when developing websites for clients that sell goods or services to consumers via the Internet.

The second area of this research focused on the development of electronic payment systems. The case study on BPAY Ltd found that for a financial intermediary to be successful within the e-commerce environment, several factors must be present: co-operation with existing entities; strong marketing; clear strategic direction; security and trust; simplicity of use; mutuality of stakeholder benefits, and an environment which still allows self regulation. ‘Killing the cheque’ project ran concurrent with the BPAY Ltd case study. It explored the reasons why small to medium businesses still use cheques, given that the cost-benefits and efficiencies of electronic payments are overall far greater than that of paper based transactions. The results of the research suggest that paper based transactions such as cheques are less important as a payment channel. The cheque is being replaced by a number of electronic payment channels rather than one particular channel.

The third area of this research focused on web accessibility. This project explores the extent to which Australian websites are legally required to provide ‘accessibility’ in their sites to people with a disability or any other disadvantage such as age or equipment. It examines how Australian organisations are complying with their legal obligations. It will provide information about how people with disabilities are using the Internet, how websites fail them, and why and how the website owners might be encouraged to do better. This project will continue in 2008.
Banking, Personal Communications & Financial Decision Making led by Professor Supriya Singh

This area of research continued the work undertaken in 2006 in relation to understanding how consumers conduct their banking within the context of their social relationships, values and availability of services. Roy Morgan Research was commissioned to conduct a quantitative telephone survey with 1393 individuals. The survey questions related to trust, security, privacy, control and identity theft concerns when using banking services and using credit cards over the Internet and via the telephone. The survey results showed:

- A majority of the people surveyed are comfortable with the security and trustworthiness of using telephone and Internet banking.
- The use of credit cards on the Internet or the telephone causes the most concern.
- There were similar levels of comfort for security and trust across different banking channels.
- There was slightly more concern about privacy issues than security or trust.
- Generally, those with high levels of education, and those with very little education were less concerned about security, privacy and trust issues.
- Increasing age was often associated with more concern.
- Those with year 10 education had more concern about identity theft when banking than those with more, or less, education.

The team also analysed Waves two and six of the Household, Income and Labour Dynamics in Australia (HILDA) survey to discover changes in the pattern bank accounts by martial status, gender and age. The analysis concluded that the majority of married persons have joint accounts whereas the separate account is distinctive of people in de facto relationships. Married women have a greater mix of joint and separate accounts when compared with married men. However, there is only a limited relationship between the patterns of bank accounts, money management and control. The relationship between bank accounts, money management and control is complicated because people use bank accounts to separate different kinds of money according to source, use and meaning, rather than displaying management and control. Joint accounts continue to have a symbolic meaning of togetherness, whereas separate accounts signal the right to independent expenditure. Hence couples use bank accounts as a way of negotiating jointness and separateness in intimate relationships, rather than flagging management and control.

Researchers

The RMIT researchers in both streams included: Julian Ligertwood, Jonathan O'Donnell and Marita Shelly.

Students

In 2007 we had the following PhD research student:

Jennie Beekhuyzen

Thesis Title: Digital rights management and the online music experience
Business Portfolio Research Report 2007

**Publications**

**Book Chapters**


**Referred Journal Articles**


**Smart Services CRC**

During 2007, the Smart Internet Technology Cooperative Research Centre wound up and the Smart Services CRC was created. The Smart Services CRC is a $120m, commercially focused collaborative research initiative between 12 industry partners and six Australian universities. The Smart Services CRC research expertise covers among, other areas, information security, digital media, wireless mobility, information management, law and user centre design. The Smart Services CRC places emphasis on the importance of having the user at the centre of the research.

The next 12 months will see the researchers at RMIT together with researchers from QUT working closely with Fairfax Digital and Sensis. The audience and market foresight project will focus on anticipating changes in media consumptions patterns for news, information and entertainment services. In particular, the RMIT project will focus on understanding how individuals and businesses use various channels to obtain, use and share information and to identify barriers to their use. The project aims to discover how customers seek and use information for selected activities, such as finding a product or locating information about a business across different channels in diverse social and cultural contexts. It will discover also how businesses can use and present information in ways that customers’ value. The research will involve studies with different age groups and those using the channels from work or from home to understand how different activities associated with purchasing products and services take place. This research will lead to insights about information seeking behaviour across different groups in Australia.

**RMIT Innovation Research Award (in the team category)**

Professor Margaret Jackson, Associate Professor Supriya Singh (School of Accounting and Law) and Associate Professor Roslyn Russell (School of Economics, Finance and Marketing) won the award within the Business Portfolio.
Executive Summary
Summary of Business Projects Awarded for 2008 (applied for in 2007)

ARC Discovery performance for RMIT is improving and recent results place RMIT within the top 15 universities nationally. This adds to the success achieved over Rounds 1 and 2 for 2008 (applied for in 2007) in ARC Linkage awards, which represent competitive research grants linked to industry partners. RMIT received funding for seven Linkage projects in the second round of funding for 2008. This places RMIT 2nd in the Australian Technology Network, 3rd in Victoria and 7th nation-wide, based on the level of ARC funding. Overall, the results demonstrate higher quality research outcomes from RMIT.

A number of researchers from the Business Portfolio were successful gaining funding for 2008, some in collaboration with other Portfolio staff and universities.

(Source: Margaret Gardner’s Report)

ARC Discovery Grants
Dr Peter Macauley, Business Information Technology
Project Title: Australian doctoral graduates’ publication, professional and community outcomes, Funding: $71,000-, 01-Jan 08

Dr MA Haynes; Dr P Chhetri; Prof PR Boreham
Project Title: Understanding the spatial and social drivers of employment transitions, Funding: $245,000. (In collaboration with University of Queensland, Dr Prem Chhetri is a staff member of the School of Management).

ARC Linkage Round 2
Prof JF Fien; Prof RR Wakefield; Dr ER Charlesworth; Dr R Horne; Prof JC Altman; A/Prof M Christie; Ms PR Sullivan; Mr S Hamilton
Project Title: Approved More than a Roof Overhead: Meeting the Need for a Sustainable Housing System in Remote Indigenous Communities, Funding: $230,643. Collaborating/Partner Organisation(s): Department of Housing and Works, WA Territory Housing, NT Indigenous Business Australia Bawinanga Aboriginal Corporation, Centre for Appropriate Technology. (Professor John Fien is a staff member of the College of Business and the College of Design & Social Context).

Dr JJ Corcoran; Dr P Chhetri; Prof RJ Stimson
Project Title: Enhanced agency response strategies through modelling geo-temporal characteristics of emergency services calls, Funding: $110,690. Collaborating/Partner Organisation: Queensland Fire and Rescue Service. (In collaboration with University of Queensland, Dr Prem Chhetri is a staff member of the School of Management).

Assoc Professor Adela Jana McMurray and Dr Robert Inbakaran, Management
Project Title: Indigenous Entrepreneurship in Victoria, Australia: Reconciling Mainstream Business Practice and Indigenous Community Values, Funding: $142,000, 01-Jan 08

RMIT Emerging Researcher Grants
Dr Nattavud Pimpa, Management
Project Title: Leadership, Education Policy, and School Culture: A Comparative Study of Principal Leadership Style in Australia, Singapore, and Thailand, Funding: $10,000, 01-Jan 08

Dr Lynnel Hoare, Management
Project Title: A few years down the track: A follow-up study of learning transfer and career trajectories of Singaporean transnational students and their teachers, Funding: $4,000, 01-Jan 08

Mr Sambit Bhattacharyya, Economics, Finance and Marketing
Project Title: Institutions and Economic Development: An empirical approach to assessing the causes of institutional variability and its consequences for economic development, Funding: $15,000, 01-Jan 08
Ms Emawtee Bissoondoyal-Bheenick, Economics, Finance and Marketing

Project title: Volatility Asymmetry And Leverage: Some US Evidence, Funding: $9,000, 01-Jan 08

Dr Alperhan Babacan, Accounting & Law

Project Title: The Impact of the War on Terror on Muslims and Social Cohesion, Funding:$13,000, 01-Jan 08

The International Car Distribution Programme Australia Pty. Ltd. Award

Ms Marion Steel, Economics, Finance and Marketing

Project Title: Issues in Succession Planning in the Automotive Industry, $16,364-04, Feb 08
Source: Research Support Unit (R & I)

Research Awards

The following are awarded in 2008 (for research in 2007) in recognition of achievement of excellence in research.

Vice-Chancellor's Award for Early Career Researcher

Dr Simon Feeny, School of Economics, Finance and Marketing

University Research Prize

Dr Paul Justin Jens, School of Economics, Finance and Marketing

Research Publications Award

Dr Fang Zhao, School of Management

International Association for Accounting Education and Research

Associate Professor Beverly Jackling School of Accounting and Law
(Awarded one of three IAAER, 2007 Outstanding Reviewer Awards)
### 2007 HERDC Publication Scores

<table>
<thead>
<tr>
<th>Portfolio</th>
<th>School</th>
<th>A1 Books</th>
<th>B Book Chapters</th>
<th>C1 Journal Articles</th>
<th>E1 Conference Proceedings</th>
<th>Un-weighted Total</th>
<th>A1 Books (Weighted)</th>
<th>Weighted Total</th>
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<td>BUS</td>
<td>Accounting &amp; Law</td>
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<td>3.500</td>
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<td>27.167</td>
<td>44.333</td>
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<td></td>
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<td>0.500</td>
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<td>5.267</td>
<td>35.100</td>
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<td>4.145</td>
<td>14.200</td>
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<td>38.595</td>
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<td></td>
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<td>0.000</td>
<td>0.250</td>
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<td></td>
<td>Business Total</td>
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<td>75.950</td>
<td>62.933</td>
<td>156.112</td>
<td>8.750</td>
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### 2007 HERDC Reported Research Income

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<th>School</th>
<th>DEST Code</th>
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<th>Cat 2</th>
<th>Cat 3</th>
<th>Cat 4</th>
<th>Grand Total</th>
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<td>Accounting &amp; Law</td>
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<td>$38,921</td>
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<td>$430,733</td>
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### 2007 PhD and Masters Student Enrolments

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<tr>
<th>School</th>
<th>Student Cohort</th>
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<tr>
<td>Accounting &amp; Law</td>
<td>21</td>
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<tr>
<td>Business Information Technology</td>
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<tr>
<td>Economics &amp; Finance</td>
<td>34</td>
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<tr>
<td>Graduate School - Business</td>
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<td>Management</td>
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<tr>
<td>Research &amp; Innovation - Business</td>
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<td>Total including Masters (R)</td>
<td>218</td>
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Source: Research Support Unit (R & I)
## Archival Submissions for 2007 Calendar Year

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<th>Student Name</th>
<th>Program Code</th>
<th>Program Name</th>
<th>Archival Submission Date</th>
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<tbody>
<tr>
<td>Dr Stacey Lynn Cowan</td>
<td>DR045</td>
<td>PHD (Accountancy) (R)</td>
<td>19/07/2007</td>
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<tr>
<td>Dr Ian Fraser</td>
<td>DR045RTS</td>
<td>PHD (Accountancy) (R)</td>
<td>08/08/2007</td>
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<tr>
<td>Mr Damian Tien Foo Niap</td>
<td>MR072RTS</td>
<td>M Bus (Accountancy) (R)</td>
<td>26/06/2007</td>
</tr>
<tr>
<td>Dr Michaela Rankin</td>
<td>DR045RTS</td>
<td>PHD (Accountancy) (R)</td>
<td>30/05/2007</td>
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<tr>
<td>Dr Thomas Reginald Rowles</td>
<td>DR045</td>
<td>PHD (Accountancy) (R)</td>
<td>19/11/2007</td>
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<tr>
<td>Mr Aldo Taranto</td>
<td>MR072RTS</td>
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<td>19/07/2007</td>
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<tr>
<td>Dr Bulend Terzioglu</td>
<td>DR045</td>
<td>PHD (Accountancy) (R)</td>
<td>07/06/2007</td>
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<tr>
<td>Dr Antony Michael Young</td>
<td>DR045</td>
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<td>19/11/2007</td>
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<tr>
<td>Dr Neera Bhansali</td>
<td>DR048</td>
<td>PHD (Bus Info Systems) (R)</td>
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<tr>
<td>Ms Kelly Hutchinson</td>
<td>MR076RTS</td>
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<td>Dr Jigad Pita</td>
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<td>27/04/2007</td>
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<tr>
<td>Dr Sally Skinner</td>
<td>DR048</td>
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<td>21/11/2007</td>
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<tr>
<td>Dr Hongli Song</td>
<td>DR048RTS</td>
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<td>06/09/2007</td>
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<tr>
<td>Dr Wenqing WANG</td>
<td>DR048RTS</td>
<td>PHD (Bus Info Systems) (R)</td>
<td>20/09/2007</td>
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<tr>
<td>Dr Phillip Anthony Hingston</td>
<td>DR008</td>
<td>PHD (Transport Res Cte) (R)</td>
<td>04/07/2007</td>
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<tr>
<td>Dr Francisco Fernando Ribeiro Ramos</td>
<td>PH018RTS</td>
<td>Doctor of Phil (by Public)</td>
<td>14/02/2007</td>
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<tr>
<td>Dr Kuok Kun Chu</td>
<td>DR047RTS</td>
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<td>Dr Paul Justin Jens</td>
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<td>21/09/2007</td>
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<td>Dr Tristan Andrew Masters</td>
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<td>Ms Sveta Risman</td>
<td>MR075</td>
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<td>Dr David Cochrane</td>
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<td>29/03/2007</td>
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<tr>
<td>Dr Alison Mary Fincher</td>
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<tr>
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Source: Research Support Unit (R & I)
### Business Portfolio Completions (DEST Reporting year)

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