

Business Research Report
2007

Business Research Office

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 substantial way for 2007/2008.

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 \$1,322,6171 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



Head of School

Associate Professor Kevin Adams



Director of Research

Professor Craig Deegan

Introduction

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

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 Magdziarz, 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

Professor Craig Deegan published the latest edition of his best selling textbook: Deegan, C. (2007) *Australian Financial Accounting*, 5th edition, McGraw Hill, Sydney.

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.

Research Students

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Research Degrees with an Accounting Focus

Kevin Adams-Max Aiken-PhD

Corporate Social Reporting and Auditing

Rafiq 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

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

Fadzlina 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 Environment 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

Development of Concepts of Income and Capital in Early Financial Reporting: An Historical Study

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

Research Degrees with a Law Focus

David Burg-Margaret Jackson-Masters
A Case Study on the Semantic Web and Print Rooms

John McLaren-Margaret Jackson-PhD
Will Tax Havens Survive in the New Legal Environment

Marita Shelly-Margaret Jackson-Masters
Copyright, Commercial Activities, Research and Universities

Melissa Simpson-Margaret Jackson-PhD
Privacy

Farisa Tasneem-Margaret Jackson-PhD
Enforceability and Legal Effect of Electronic Contracts and Signatures in Australia

Graduates

Dr Stacey Lynn Cowan

PHD (Accountancy) (R) DR045 19/07/2007

Senior Supervisor: Prof Craig Deegan

Thesis Title: 'Environmental Reporting and the Impacts of Mandatory Reporting Requirements'

Abstract

Dr Cowan investigated voluntary environmental disclosures and their potential to counteract the usefulness of mandatory annual report disclosure requirements. The study found that while environmental regulation may be perceived as a legitimacy threat by Australian corporations, mandatory disclosure requirements were not considered equally threatening. The findings provide insight into the use of voluntary environmental disclosures and raise further questions as to whether existing mandatory environmental disclosure regulation is able to produce its desired outcomes when coupled with voluntary corporate disclosures.

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

Byrne, J. & Young, A. (2007). 'Principles of Taxation Planning'. The Institute of Financial Training, Melbourne, Australia, ISBN: 978-0-9752382-4-0

Book Chapters

Deegan, C. (2007). 'Social Accounting Research: An Australasian Perspective' in *Social Accounting, Mega-accounting and Beyond: A Festschrift in Honour of M.R. Mathews*. Centre for Social and Environmental Accounting Research, St Andrews, Scotland, 11 - 21, ISBN: 978-0-9555076-0-1

Deegan, C. (2007). 'Organisational legitimacy as a motive for sustainability reporting' in *Sustainability Accounting and Accountability*. Routledge, London, United Kingdom, 127 - 149, ISBN: 978 0 415 38489 6

Babacan, A. (2007). 'Regulating Asylum in the Aftermath of September 11: The Case of Australia, Canada and New Zealand' in *Racisms in the New World Order. Realities of Culture, Colour, Identity*. Cambridge Scholars Press, Newcastle, United Kingdom, 171 - 183, ISBN: 1-84718-223-2

Ligertwood, J. & Jackson, M. (2007). 'Transborder Data Protection and the Effects on Business and Government' in *Usability and Internationalization. Global and Local User Interfaces*. Springer Berlin / Heidelberg, New York, 140 - 149, ISBN: 978-3-540-73288-4

Refereed Journal Articles

Babacan, A. (2007). 'Citizenship Rights in a Global Era: The Adequacy of International Human Rights Law in Providing Protection to Asylum Seekers' in *Review of International Law and Politics*, 3 (9), 158 - 170

Babacan, A. & Babacan, H. (2007). 'Multiculturalism in Australia' in *Is Guc (The Journal of Industrial Relations)*, 9 (3), 25 - 38

Babacan, A. & Babacan, H. (2007). 'Sustaining Human Security: Social Cohesion, Identity and Human Rights' in *The International Journal of Environmental, Cultural, Economic and Social Sustainability*, 3, 1 - 9

Babacan, A. & Babacan, H. (2007). 'New Racism and Fear: The Cronulla Riots and Racial Violence in Australia' in *Review of International Law and Politics*, 3 (10), 147 - 152

Babacan, H. & Babacan, A. (2007). 'Cultural Diversity and Education in a Global World: Implications for the Asian Pacific' in *Journal of Education for International Understanding*, 3, 7 - 25

Babacan, H. & Babacan, A. (2007). 'Achieving Social Cohesion - Impact of Security, Fear and Racism on Migrant Integration' in *The International Journal of Diversity in Organizations, Communities and Nations*, 7, 1 - 11

Birt, J., Kend, M. & Hui, X. (2007). 'Changes in Segment Reporting in the Australian Banking Industry' in *Australian Accounting Review*, 17 (3), 61 - 67

Deegan, C. & Soltys, S. (2007). 'Social Accounting Research: An Australian perspective?' in *Accounting Forum*, 31 (1), 73 - 89

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

Jackling, B. (2007). 'The lure of Permanent Residency and the aspirations and expectations of international students studying accounting in Australia' in *People and Place*, 15 (3), 31 - 41

Jackling, B. & Donald, J. (2007). 'Approaches to learning accounting: A cross-cultural study' in *Asian Review of Accounting*, 15 (2), 100 - 121

Jackling, B. & Sullivan, C. (2007). 'Financial Planners in Australia - an evaluation of gaps in technical and behavioural skills' in *Financial Services Review*, 16, 211 - 228

Jackling, B., Cooper, B., Leung, P. & Dellaportas, S. (2007). 'Professional accounting bodies' perceptions of ethical issues, causes of ethical failure and ethics education' in *Managerial Auditing Journal*, 22 (9), 928 - 944

Jackling, B., De Lange, P. & Rav On, J. (2007). 'Accounting Graduate Employment Destinations and commitment to CPD: A Study from two Australian Universities' in *Accounting Education: An International Journal*, 16 (4), 329 - 343

Jackson, M. & Shelly, M. (2007). 'Authorisation of Copyright Infringement: New Developments in the Online Environment' in *Commercial Law Journal*, 2 (1), 26 - 39

Ji, X., W, L. & Aiken, M. (2007). 'How do the Chinese management accountants cope with changes from a planned economy to a market economy' in *Asian Review of Accounting*, 15 (1), 45 - 61

Johl, S., Jubb, C. & Houghton, K. (2007). 'Earnings management and the audit opinion: evidence from Malaysia' in *Managerial Auditing Journal*, 22 (7), 688 - 715

McDonald, J., Coulthard, M. & De Lange, P. (2007). 'Lessons post M&A' in *Monash Business Review*, 3 (1), 26 - 30

O'Donnell, J., Jackson, M., Shelly, M. & Ligertwood, J. (2007). 'Australian Case Studies in Mobile Commerce' in *Journal of Theoretical and Applied Electronic Commerce Research*, 2 (2), 1 - 18

Shi, E. (2007). 'Board Structure and Board Composition in Australia and Germany: A Comparison in the Context of Corporate Governance' in *Macquarie Journal of Business Law*, 4, 197 - 211

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

Watty, K. (2007). 'Quality in accounting education and low English standards among overseas students: Is there a link' in *People and Place*, 15 (1), 22 - 29



**School of Business Information
Technology**



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 the 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) DRo48
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) MRO76RT
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

McKay, E. (2007). 'Enhancing Learning Through Human-Computer Interaction'. Idea Reference Group, USA, ISBN: 978-1599043289

Book Chapters

Davey, W. & Tatnall, A. (2007). 'Paradox of Social Portals' in *Encyclopedia of Portal Technologies and Applications*. IGI Publishing, Hershey, USA, 688 - 693, ISBN: 978-1-59140-989-2

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Deng, H. (2007). 'A Similarity-Based Approach to Ranking Multicriteria Alternatives' in *Lecture Notes in Artificial Intelligence*. Springer, Berlin, Germany, 253 - 262, ISBN: 978-3-540-74201-2

Macauley, P. & Green, R. (2007). 'Supervising publishing from the doctorate' in *Supervising Doctorates Downunder: Keys to Effective Supervision in Australia and New Zealand*. ACER Press, Australia, 192 - 199, ISBN: 9780864314307

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Refereed Journal Articles

Boymal, J., Martin, W. & Lam, D. (2007). 'The Political Economy of Internet Innovation Policy in Vietnam' in *Technology in Society*, 29 (4), 407 - 421

Cheong, F. & Lai, R. (2007). 'Designing a hierarchical fuzzy logic controller using the differential evolution approach' in *Applied Soft Computing*, 7 (2), 481 - 491

Cheong, F., Lai, R., Soo Kim, Y., Hwang, D., Oh, H. & Kim, J. (2007). 'The design of a fuzzy

- logic controller of an ATM switch and its simulation' in *Journal of Information Science and Engineering*, 23, 741 - 755
- Green, R. & Macauley, P. (2007). 'Doctoral students' engagement with information: An American-Australian perspective' in *Portal-Libraries and the Academy*, 7 (3), 317 - 332
- Hamilton, M. & Richardson, J. (2007). 'An academic integrity approach to learning and assessment design' in *Journal of Learning Design*, 2 (1), 37 - 51
- Hanisch, J. & Corbitt, B. (2007). 'Impediments to requirements engineering during global software development' in *European Journal of Information Systems*, 16, 793 - 805
- Leung, K., Cheong, F. & Cheong, C. (2007). 'Generating compact classifier systems using a simple artificial immune system' in *IEEE Transactions On Systems Man and Cybernetics Part B-Cybernetics*, 37 (5), 1344 - 1356
- 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
- Molla, A. & Al-Jaghoub, S. (2007). 'Evaluating digital inclusion projects: A livelihood approach' in *International Journal of Knowledge and Learning*, 3 (6), 592 - 611
- Molla, A. & Heeks, R. (2007). 'Exploring e-commerce benefits for businesses in a developing country' in *Information Society*, 23 (2), 95 - 108
- Moncrieff, J., Macauley, P. & Epps, J. (2007). 'My Universe is Here: Implications for the Future of Academic Libraries from the Results of a Survey of Researchers' in *Australian Academic & Research Libraries*, 38 (2), 71 - 83
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- Rahim, M. & Singh, M. (2007). 'Understanding Benefits and Impediments of B2E E-Business Systems Adoption: Experience of Two Large Australian Universities' in *Journal of Internet Commerce*, 6 (2), 3 - 17
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- Sridharan, B., Martin, W. & Deng, H. (2007). 'An Ontology-Based E-Learning Model for Effective Management of Learning Resources' in *The International Journal of Learning*, 14, 7 - 16
- Tatnall, A. & Davey, W. (2007). 'The Lifelong Learning Iceberg of Information Systems Academics - A Study of On-Going Formal and Informal Learning by Academics' in *Journal of Information Technology Education*, 6, 241 - 248
- Thornley, J., Shepherd, J. & Lenarcic, J. (2007). 'An open-ended logistic-based growth function: Analytical solutions and the power-law logistic model' in *Ecological Modelling*, 204, 531 - 534
- Welch, B. (2007). 'Delivering LIS education into Vietnam: A narrative of teaching, interpreting and translating' in *The International Information and Library Review*, 39 (2), 80 - 88
- Zhang, J., Deng, H. & Kowalczyk, R. (2007). 'A Qualitative Model for Service Orientated Computing' in *Journal of Advanced Computational Intelligence and Intelligent Informatics*, 11 (10), 1209 - 1215

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Barton, S., Corbitt, B., Nguyen, L. & Peszynski, K. (2007). 'Cultural Factors Behind the Adoption of E-Learning in Turkey' Proceedings of the 18th Australasian Conference on Information Systems, Mark Toleman, Aileen Cater-Steel, David Roberts (ed.), ACIS 2007, Toowoomba, Queensland

Bruno, V. & Dick, M. (2007). "Making usability work in industry: an Australian practitioner perspective", in Proceedings of the 2007 Conference of the Computer-Human interaction Special interest Group (CHISIG) of Australia on Computer-Human interaction: Design: Activities, Artifacts and Environments vol. 251 . OZCHI '07, ACM, New York

Cerotti, P., Di Iorio, A. & Richardson, J. (2007). 'Study Tours: Preparing Students for a Global Career' Study Tours: Preparing Students for a Global Career, Sally Jones (ed.), Partnerships for World Graduates Conference 2007, Melbourne, Australia

Cheong, F. (2007). 'A Hierarchical Fuzzy System for Forecasting Foreign Exchange Rates' Proceedings of 2007 IEEE Congress on Evolutionary Computation, Program Chair and Committee: Kay Chen Tan, Jianxin Xu (ed.), CEC 2007

Cheong, F. (2007). 'Using a Problem-Based Learning Approach to Teach an Intelligent Systems Course' Proceedings of Computer Science & IT Education Conference, Eli Cohen, Elizabeth Boyd (ed.), CSITEd 2007, The Republic of Mauritius

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eConference, eMergence: Merging and Emerging Technologies, Processes and Institutions, M. Lynne Marleus, J. Felix Hampe, Joze Guicar, Andreja Puchihar, Gregor Lenaut (ed.), 20th Bled eConference, Bled, Slovenia

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Deng, H. & Molla, A. (2007). 'Optimizing Vendor Selection in Information Systems Outsourcing Under Uncertainty' Proceedings of the Eighth International Conference on Intelligent Technologies, Q. Pha and N. M. Kwok (ed.), The Eighth International Conference on Intelligent Technologies (InTech 2007), Sydney, Australia

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

Garner, B. & McKay, E. (2007). 'Learning reinforcement strategies for a changing workforce' Proceedings of the 6th IASTED International Conference on Web-Based Education, V. Uskov (ed.), Web-Based Education (WBE 2007), Chamonix, France

Law, C. & McKay, E. (2007). 'Taking Account of the Needs of Software Developers/Programmers in Universal Access Evaluations'

Universal Access in Human Computer Interaction. Coping with Diversity. Proceedings of the 4th International Conference on Universal Access in Human-Computer Interaction, Constantine Stephanidis (ed.), UAHCI 2007, Beijing, China

Lawry, R., Waddell, D. & Singh, M. (2007). 'CIO's in the Public Sector: The Gap Between Theory and Reality' Proceedings of the Americas Conference on Information Systems 2007, David Preston (ed.), AMCIS 2007, Colorado, USA

Lawry, R., Waddell, D. & Singh, M. (2007). 'Roles, Responsibilities and Futures of Chief Information Officers (CIO's)' Proceedings of the European and Mediterranean Conference on Information Systems 2007, Manuel Roderes (ed.), EMCIS 2007, Valencia, Spain

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Lertwachara, K., Ayanso, A. & Molla, A. (2007). 'An analysis of the Effectiveness of Law Enforcement Against Online Music Piracy' Proceedings of the 2007 IRMA International Conference, Mehdi Khosrow-Pour (ed.), 2007 IRMA International Conference, Vancouver

Leung, K., Cheong, F. & Cheong, C. (2007). 'Consumer Credit Scoring Using an Artificial Immune System Algorithm' Proceedings of 2007 IEEE Congress on Evolutionary Computation, Program Chair & Committee: Kay Chen Tan, Jianxin Xu (ed.), CEC 2007, Singapore

Martin, W., Deng, H. & Tian, X. (2007). 'Expectation and Reality in Digital Publishing: Some Australian Perspectives' Proceedings of

the 11th International Conference on Electronic Publishing, Leslie Chan, Bob Martens (ed.), ELPUB 2007, 11th International Conference on Electronic Publishing, Vienna, Austria

Martin, W., Tian, X. & Deng, H. (2007). 'E-commerce in Digital Publishing: Some Indicators from a Research Project' Proceedings of the IADIS International Conference e-Commerce 2007, Sandeep Krishnamurthy and Pedro Isaias (ed.), IADIS International Conference e-Commerce 2007, Algarve, Portugal

Martin, W., Tian, X. & Deng, H. (2007). 'Technology and Publishing: Developments in Digital Publishing in Australia' Proceedings of the IASK International Conference on E-Activities and Leading Technologies 2007, Sandeep Krishnamurthy and Pedro Isaias, Pedro Cravo (ed.), IASK International Conference on E-Activities and Leading Technologies 2007, Porto, Portugal

McKay, E., Axmann, M., Banjanin, N. & Howat, A. (2007). 'Towards web-mediated learning reinforcement: Rewards for online mentoring through effective human-computer interaction' Proceedings of the 6th IASTED International Conference on Web-Based Education, V. Uskov (ed.), Web-Based Education (WBE 2007), Chamonix, France

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

Molla, A. (2007). 'Facilitating student interaction in a group project. Experience with the use of Blackboard' Proceedings ascilite 2007, Roger Atkinson, Clare Mcbeath, Alan Song Swee Kit, Chris Cheers (ed.), ascilite 2007, Singapore

Molla, A. & Peszynski, K. (2007). 'e-Business in the Australian Horticultural Supply Chain: Preliminary Insight and Research Agenda' Proceedings of the 8th International We-B Conference, Stephen Paull (ed.), WEB 2007, Melbourne, Australia

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Richardson, J. & Lenarcic, J. (2007). 'E-Inclusion through text messaging: The emergence of an administrative ecology within an University' Student Population via the use of a Mobile Academic Information Delivery System, Lynne Markus, Felix Hampe (ed.), E-Inclusion, Slovenia

Richardson, J. & Lenarcic, J. (2007). 'Trigger 12 GR8 GENY: Mobile student administration via a text messaging system' Trigger 12 GR8 GENY: Mobile Student Administration Via a Text Messaging System, Dave Roberts (ed.), Australasian Conference on Information Systems, Queensland

Sarkar, P. & Singh, M. (2007). 'Narrowing the Digital Divide: The Australian Situation' Proceedings of the IADIS International Conference on e-Society 2007, Piet Kommers (ed.), ADIS International Conference e-Society 2007, Lisbon, Portugal

Singh, M. & Waddell, D. (2007). 'E-Management and its Impact on Managing Human Resource' Proceedings of the Eighth International Research Conference on Quality, Innovation and Knowledge Management, Professor Amrik Sohal (ed.), 8th International Research Conference on Quality, Innovation and Knowledge Management, New Delhi, India

Singh, M. & Waddell, D. (2007). 'Reaching out to employees using B2E: The trials and tribulations' Proceedings of the Australian and

New Zealand Academy of Management Conference 2007, Professor Ross Chapman (ed.), ANZAM 2007,

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

Sridharan, B., Martin, W. & Deng, H. (2007). 'A Conceptual Framework for Developing Explorative E-learning Strategy Using Ontology-Based Knowledge Management' Proceedings of the 13th Asia-Pacific Management Conference, David Arnott, Wann-Yih Wu (ed.), 13th Asia-Pacific Management Conference, Australia

Tatnall, A. & Davey, W. (2007). 'Researching the Portal' Proceedings of the 2007 IRMA International Conference, Mehdi Khosrow-Pour (ed.), 2007 IRMA International Conference, Vancouver, British Columbia, Canada

Wilkins, L., Chan, E. & Mercieca, P. (2007). 'Adding Value to E-Business Research Projects: Some Focus Group Applications' Adding Value to E-Business Research Projects: Some Focus Group Applications, Prof. Paula M.C. Swatman (ed.), COLLECTeR 2007 - 21st COLLECTeR E-Commerce Conference, Melbourne, Australia

Wilkins, L., Holt, D. & Swatman, P. (2007). 'Through A Glass Darkly: Can Theoretical Models for technology Adoption Add Value to Enterprise Wide System Implementations?' Through A Glass Darkly: Can Theoretical Models for Technology Adoption Add Value to Enterprise Wide System Implementations? Prof. Paula M.C. Swatman (ed.), COLLECTeR 2007 - 21st COLLECTeR E-Commerce



**School of Economics, Finance and
Marketing**



Head of School

Professor Tony Naughton



Director of Research

Professor Tim Fry

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 post-graduate 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

- AustralAsian Editor, Journal of Financial Services Marketing.
- 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

Boymal, J., Rogers, P., Brumby, S. & Wilder, S. (2007). *'Living Longer on the Land: An Economic Evaluation of the Sustainable Farm Families Program'*, Rural Industries Research and Development Corporation, Canberra, ISBN: 1-74151-491-6

Book Chapters

Clarke, M. & Feeny, S. (2007). 'Education, Poverty and the Millennium: Development Goals' in *Education for the End of Poverty: Implementing All the Millennium Development Goals*. Nova Science, New York, 3-8, ISBN: 1-60021-878-4

Refereed Journal Articles

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Boymal, J., Martin, W. & Lam, D. (2007). 'The Political Economy of Internet Innovation Policy in Vietnam' in *Technology in Society*, 29 (4), 407 - 421

Brooks, R., Zhang, X. & Bheenick, E. (2007). 'Country risk and the estimation of asset return distributions' in *Quantitative Finance*, 7, 261 - 265

Davidson, S. & Guest, R. (2007). 'Superannuation tax reform: Fiscal consequences' in *Agenda: A Journal of Policy Analysis and Reform*, 14 (1), 5 - 16

Davidson, S. & Yan, C. (2007). 'Who comes to Australia?' in *Policy: A Journal of Public Policy and Ideas*, 23 (1), 29 - 32

Dawkins, P., Feeny, S. & Harris, M. (2007). 'Benchmarking Firm Performance' in *Benchmarking: An International Journal*, 14 (6), 693 - 710

Feeny, S. (2007). 'Foreign aid and fiscal governance in Melanesia' in *World Develop-*

ment, 35, 439 - 453

Feeny, S. (2007). 'Impacts of Foreign Aid to Melanesia' in *Journal of the Asia Pacific Economy*, 12 (1), 34 - 60

Feeny, S. & Clarke, M. (2007). 'What determines Australia's response to emergencies and natural disasters?' in *Australian Economic Review*, 40, 24 - 36

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

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Heaney, R. (2007). 'The Impact of Occupational Health and Safety Policy in Firm Value' in *Economic Papers - Economic Society of Australia*, 26 (4), 308 - 331

Heaney, R. (2007). 'The Decision to Voluntarily Provide on IPQ Prospectus Earning Forecast' in *Applied Financial Economics Letters*, 3 (1-3), 99 - 102

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Refereed Conference Proceedings

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Hallahan, T., Ramiah, B., Moosa, I., Yacoub, A., O'Neill, B. & Backulja, M. (2007). 'Tournament Behaviour in Malaysian Managed Funds: A Non-Parametric Analysis' 14th Global Finance Conference 2007, Gordon Walker (ed.), 14th Global Finance Conference 2007, Melbourne

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Westberg, K., Wilson, B. & Stavros, C. (2007). 'An Examination of the Impact of Player Transgressions On Sponsorship B2B Relationships' 36th European Marketing Academy Conference Proceedings, Haldor Orn Engilbertsson (ed.), 36th European Marketing Academy Conference, Iceland

White, C. (2007). 'The dynamic role of consumption emotions: Implications for the service quality, satisfaction and word of mouth process' Effective decision making through knowledge management, Bosuwan, L & Satyarakwit, S. (ed.), 9th International Decision Science Institute Conference, Bangkok, Thailand

Yu, T., White, C. & Xu, C. (2007). 'The dynamic role of emotions in customer loyalty' Reputation, Responsibility, Relevance - ANZMAC 2007 Conference Proceedings, M. Thyne, K.R. Deans, J. Gnoth (ed.), ANZMAC 2007 Conference, Dunedin, New Zealand



Graduate School of Business



Head of School

Professor John Toohey

Director of Research

Professor Miles Nicholls



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.

Operations Research/Management Science/Statistics – Applied business modelling, mixed-mode modelling, production and process modelling, Markov chains, Communities of Practice.

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=odn1trzet9luz>.

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:

- Clegg, S. Wang, Y and Berrell, M. (2007) "*Business Networks and Strategic Alliances in China*",

Cheltenham UK and Northampton MA:
Edward Elgar.

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.

Professor John Toohey and his co-authors R. Archer, and K. Borthwick, have also published a new book: "*OH&S: A Management Guide*", Thompson, Melbourne, 2007.

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)

Coghlan, D. & Holian, R., Editorial 'Insider action research', *Action Research*, 5, 1, March 2007.

Morley, C.L., "Managing Tourism Companies: what difference does it make?" *Council of Australian University Tourism and Hospitality Education, Annual Conference*, Sydney, February, 2007.

Nicholls, M.G and Eady, J., "Minimizing Make-span for 'One-off' Products involving the Tacit Knowledge Problem Using a Mixed-mode Modelling Approach", *OR49, Annual Meeting of the Operational Research Society of the United Kingdom*, Edinburgh University, United Kingdom, 4th – 6th September, 2007.

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/ccr/) 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

Professor Toohey has written for the *Financial Review*, *The Age* and *AFR Boss* during 2007.

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 policies. 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, Tianjin, 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 Crews-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-DBADRO61-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'Shannessy

Rosalyn De Vries-DBA-DR061-Determinants and Business Consequences of High Relationship Quality in Business-to-Business Relationships-Erica Hallebone-Rosalie Hollian

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-DBADRO61-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

Anthony Boscia-DBA-DR061-Change: A Business Success Perspective-Clive Morley-Rosalie Hollian

Garry Nolan-DBA DCO04-Expanding Into An

International Market : Strategy Analysis and key Strategic Decisions for Australian Companies-Miles Nicholls-Rosalie Hollian

Geoff Avard-DBA DCO04-IT Outsourcing: Challenges and Success Factors for IT Management (The Vendor Perspective)-Rosalie Hollian-Miles Nicholls

Jacquiline McCann-DBA DCO04-The Impact of Change on the ledges of Change-Sandra Jones

Mark Wylie-DBA DCO04-Safety Behaviour in Unionised Workplaces - The Commercial Aviation Experience-Erica Hallebone

Maurice Abi-Raad-DBA DCO04-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

Joshua Kwai-DBA-Singapore-Integrated Hotel Security Model-Clive Morley-Lynne Bennington

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 Dages-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 Phoommiphat-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) DR061RTS
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) DR061RTS
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) DR061RTS
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 breath 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

Bennington, L. (2007). 'HR Managers as Ethics Agents of the State' in *Human Resource Management: Ethics and Employment*. Oxford University Press, Oxford, United Kingdom, 137 - 151, ISBN: 978-0-19-920378-9

Refereed Journal Articles

Booth, C. & Segon, M. (2007). 'A Cooperative Inquiry to Develop Leadership Capabilities' in *International Review of Business Research Papers*, 3 (1), 102 - 124

Hallebone, E. & Preist, J. (2007). 'Critical management Research; A Case Study in the Production of Knowledge and Organisational Change in the Financial Services Industry' in *The International Journal of Knowledge, Culture and Change Management*, 6, 1 - 1

Hunter, P. & O'Shannassy, T. (2007). 'Modern strategic management practice: Practice lagging research in the 2000s' in *Singapore Management Review*, 29 (2), 21 - 36

Mitchell, D., Norton, T., Grenfell, R. & Woodgate, P. (2007). 'Barriers to Implementation of natural Resource Management at the Landholding Level

in the Intensive Agricultural Zones of Southern Australia' in *Australasian Journal of Environmental Management*, 14 (2), 28 - 35

Morley, C. (2007). 'Implications for regional destinations of new airline strategies' in *Tourism Economics*, 13 (3), 475 - 480

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

Nicholls, M. (2007). 'Assessing the progress and the underlying nature of the flows of doctoral and master degree candidates using absorbing Markov chains' in *Higher Education*, 53, 769 - 790

Nicholls, M. (2007). 'A small-to-medium-sized conference scheduling heuristic incorporating presenter and limited attendee preferences' in *Journal Of The Operational Research Society*, 58, 301 - 308

Robinson, G. & Morley, C. (2007). 'Running the electronic sweatshop: call centre managers' views on call centres' in *Journal of Management and Organization*, 13 (3), 249 - 263

Segon, M. & Booth, C. (2007). 'The Concept of Ethical Leadership in Organisations' in *International Review of Business Research Papers*, 3 (5), 362 - 381

Xuezhu, B. & Bennington, L. (2007). 'Modern enterprise system and the role of the party and government in Chinese SOEs' in *International Journal of Business and Systems Research*, 1 (3), 354 - 366

Refereed Conference Proceedings

Booth, C. & Segon, M. (2007). 'Strategy Formation - A Stakeholder Perspective' Proceedings of the 7th International Business Research Conference, Dr Mohammad Ziaul Hocque (ed.), 7th International Business Research Conference, Sydney, Australia

Cargill, B. & Nicholls, M. (2007). 'Change managing research culture transition in Australian university business schools' Conference Proceedings 2007 - British Academy of Management, Zoe Radnor, Howard Thomas and Susan Cartwright (ed.), 21st BAM Conference, University of Warwick, United Kingdom

Dagres, V. & O'Shannassy, T. (2007). 'Exploring the literature on organizational transformation and industry transformation: Searching for the innovation path for future research' 21st Australian and New Zealand Academy of Management Conference Proceedings, Professor Ross Chapman (ed.), 21st Australian and New Zealand Academy of Management Conference, Sydney, Australia

Nicholls, M. (2007). 'Benchmarking university research quality using a research quality index' Proceedings of the Western Decision Sciences Institute's Thirty Six Annual Meeting, G Keong Leong (ed.), Western Decision Sciences Institute Thirty Sixth Annual Meeting, Engelwood, Colorado, USA

Nicholls, M. (2007). 'The development of a Markov model to facilitate planning and benchmarking in a DBA program' Proceedings of the 38th Annual Meeting of the Decision Sciences Institute, Robert J Pavur (ed.), 38th Annual Meeting of the Decision Sciences Institute, Phoenix, Arizona, USA

O'Shannassy, T. (2007). 'A guide to the effective engagement of external consultants' Proceedings of the Seventh International Business Research Conference, Dr Mohammed Ziaul Hoque (ed.), Seventh International Business Research Conference, Melbourne, Victoria

O'Shannassy, T. (2007). 'Perceived environmental uncertainty, strategy-making and organization performance' 21st Australian and New Zealand Academy of Management Conference Proceedings, Professor Ross Chapman (ed.), 21st Australian and New Zealand Academy of Management Conference, Sydney, New South Wales

O'Shannassy, T. (2007). 'Strategy creation: An innovative new construct' Australian and New Zealand Marketing Academy Conference Proceedings, Dr Maree Thyne, Dr Kenneth Deans and Associate Professor Juergen Groth (ed.), Australian and New Zealand Marketing Academy 2007 Conference, Dunedin, New Zealand

O'Shannassy, T. & Booth, C. (2007). 'Responsible board and CEO practice in modern strategy-making: The role of ethics in underpinning corporate responsibility' Proceedings of Australian Association for Professional and Applied Ethics, Michael Segon (ed.), Annual Australian Association for Professional and Applied Ethics Conference, Melbourne, Australia



School of Management

Head of School

Associate Professor Sandra Martin

Director of Research

Professor Kosmas Smyrnios



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

Key research concentrations are in the areas of Entrepreneurship and Family Business, Health Services Management, Human Resource Management, Industrial Relations, International Business, Knowledge Management, Management Education and Development, Organisational Change, Strategic Management, Supply Chain Management and Logistics, Sustainability and Work-Life Management.

Research Awards

Research Grants & Funding (internal and external)

External

Dr Julie Wolfram Cox (with Prof. Owen Hughes, Monash University): ARC Linkage Grant (2007-2011) with Victoria Police. New Police Management – From command and control to collaborative governance: an assessment of organisational change at

Victoria Police. \$237,000 over 4 years.]

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.

Dr Fang Zhao: Victorian Department of Justice Research Project (2007). Crime and violence prevention knowledge management strategy. \$30,600.

Internal

Dr Peter O'Neill (with Assoc. Prof. Adela McMurray): RMIT Emerging Researcher Grants (2007). Manufacturing Australia's future – striving for global competencies and capabilities. \$10,000.

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 Bridgen, 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:

Chhetri, P., Stimson, R., Akbar D. and Western J. (2007), 'Developing Perceived Quality of Life Indices: An application of ordered weighted average operators'. *Studies in Regional Science*, 37 (2): 553-572.

Shyy, T-K., Stimson, R.J. and Chhetri, P. (2007) 'Web GIS for Mapping Quality of Life Survey Data in South East Queensland', *Applied GIS*, 3 (11): 1-20.

Chhetri, P., Corcoran J. Stimson, R., Bell M., Pullar D. and Cooper J., (2007) 'Subjectively Weighted Development Scenarios for Urban Allocation – a case study of South East Queensland', *Transactions in GIS*, 11(4): 267-289.

Shyy, T-K., Chhetri, P., Stimson, R.J. and Western, J. (2007) 'Mapping Quality of Life in the South East Queensland Region with a Web-based Application', *Journal of Spatial Science*, 52 (2): 13-18.

Stimson, R., Chhetri, P. and Shyy T-K. (2007) 'Typology of Local Patterns of Voter Support for Political Parties at the 2004 Federal Election', *People and Place*, 15 (1): 25-37.

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, policy-makers 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

Abstract

Orientation, Marketing Capabilities, Customer Value, And Firm Performance'

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.

Publications

Book Chapters

Brigden, C. (2007). 'Head, Heart, Feet: Teaching and Learning in the Union Classroom' in *Trade Unions in the Community: Values, Issues, Shared Interests and Alliances*. Heidelberg Press, Heidelberg, Melbourne, Australia, 53 - 64, ISBN: 978-1-920889-14-2

Chhetri, P. & Inbakaran, R. (2007). 'A GIS based approach to estimating the spatial disparities of recreational resources' in *Sustainability Profitability and Successful Tourism - Part 1*. Kanishka Publishing, New Delhi, India, 119 - 121, ISBN: 978-8173919190

Chhetri, P., Inbakaran, R. & Corcoran, J. (2007). 'A GIS based approach in estimating the spatial disparity of recreational resources for successful tourism' in *The Success Stories in Tourism*. Kanishka and Distributors, New Delhi, India, 109 - 124, ISBN: 81-7391-919-4

Heffernan, M. & Smyth, A. (2007). 'Resistance to Change' in *Organisation Development and Change*. Thomson, South Melbourne, 426 - 443, ISBN: 9780170132800

Inbakaran, R. & Inbakaran, C. (2007). 'Success Story of a Nature Based Tourism Destination: A Historical Perspective on Phillip Island, Victoria, Australia' in *The Success Stories in Tourism*. Kanishka Publishers and Distributors, New Delhi, India, 68 - 95, ISBN: 81-7391-919-4

Inbakaran, R., Jackson, M. & Zhang, J. (2007). 'Influence of inbound travel on the travel perspectives of the potential outbound travellers: A cluster analysis' in *Cutting Edge Research in Tourism: New Directions*. Abhishek Publications, New Delhi, India, 346 - 378, ISBN: 81-8247-153-2

Jackson, M. & Inbakaran, R. (2007). 'Successfully understanding the tourism-community: A rural case study' in *The Success Stories in Tourism*. Kanishka Publishers and Distributors, New Delhi, India, 141 - 179, ISBN: 81-7391-919-4

Jones, S. (2007). 'Experiencing a collective model of doctoral research supervision', in M. Reynolds and R. Vince, *The handbook of Experiential Learning and Management Education*, Oxford University Press, Oxford, 327 - 344, ISBN: 9780199217632

Jones, S (2007). 'On-line discourse: encouraging active student participation in large classes', in E. McKay (ed.), *Enhancing Learning Through Human-Capital Interactions*, Idea Group Inc, Hershey, 75-87, ISBN: 9781599043289

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

Boucher, C. (2007). 'Using reflective practice as a management development tool in a Victorian health service' in *Reflective Practice*, 8 (2), 227 - 240

Boxer, L.J. (2007) 'Sustainability Perspectives', *Philosophy of Management*, 6 (2), 117 - 127

Brigden, C. (2007). 'Missing Women: Recovering and Replacing Female Activists in Australian Labour History' in *Atlantis: A Women's Studies Journal*, 32 (1), 156 - 166

Brigden, C. (2007). 'A Women's Place? Women in the Victorian Trades Hall Council from the 1880s to the 1990s' in *Australian Feminist Studies*, 22 (54), 369 - 384

Brigden, C. (2007). 'Analysing Internal Power Dynamics in Peak Unions: A Conceptual Framework' in *Journal of Industrial Relations*, 49 (4), 483 - 496

Chhetri, P. (2007). 'Developing perceived quality of life indices: An application of ordered weighted average operators' in *Studies in Regional Science*, 37 (2), 553 - 572

Chhetri, P., Shyy, T. & Stimson, R. (2007). 'Web-based GIS for mapping voting patterns at the 2004 Australian federal election' in *Applied GIS*, 3 (11), 1 - 20

- Chhetri, P., Shyy, T., Stimson, R. & Western, J. (2007). 'Mapping quality of life in the South East Queensland region with a web-based application' in *Journal of Spatial Science*, 52 (2), 13 - 22
- Correa, H., Ellram, L., Scavarda, A. & Cooper, M. (2007). 'An operations management view of the services and goods offering mix' in *International Journal Of Operations & Production Management*, 27, 444 - 463
- Fisher, G. & Lee, J. (2007). 'The Perceived Usefulness of Performance Information in Australian Public Sector' in *Accounting, Accountability and Performance*, 13 (1), 42 - 73
- Gilbert, D. (2007). 'Firm Innovativeness in SMEs: Lessons from Japan' in *International Journal of Organisational Behaviour*, 12 (1), 126 - 143
- Gough, R. & MacIntosh, M. (2007). 'An adaptive institution? The German vocational education system and pressures for change' in *Labour and Industry*, 18 (1), 69 - 94
- Hays, J., Bouzdine-Chameeva, T., Goldstein, S., Hill, A. & Scavarda, A. (2007). 'Applying the Collective Casual Mapping Methodology to Operations Management Curriculum Development' in *Decision Sciences Journal of Innovation Education*, 5 (2), 267 - 287
- Inbakaran, R., Jackson, M. & Zhang, J. (2007). 'Application of the theory of planned behaviour to predict pro-tourism attitude in differing rural community segments inside regional Victoria, Australia. A hierarchical regression analysis.' in *Journal of Hospitality & Tourism*, 5 (1), 51 - 66
- Kam, B. & Riquelme, H. (2007). 'An Explanatory Study of Length and Frequency of Internet Banking Usage' in *Journal of Theoretical and Applied Electronic Commerce Research*, 2 (1), 76 - 85
- Montague, A. & Bessant, J. (2007). 'Australian Skill Shortages: How the Howard Government Did Not Change its Mind' in *The Economic and Labour Relations Review*, 18 (1), 99 - 114
- Nankervis A, Pearson C., Chatterjee S.R. 2007,'Towards an integrated model of service orientation in *Asia Pacific: A reflective perspective*', in C. Jayachandran, J. Ali, S. Chatterjee & S. Chiamsiri (eds.), *Services Management in the Asia Pacific: Issues and Challenges*, UUM Press, Sintok, Malaysia, 3 - 26
- Nankervis A. 2007,'Beyond performance management systems: A seven country study', in D. Mithani & J. Ali (ed.), *Beyond the rhythms of management*, Mumbai: Himalayan Publishing House.
- Nankervis A. 2007,'Career development in China', in P. Wright (ed.), *Human Resource Development in China*, Hong Kong: Shue Wan University.
- Muenjohn, N. & Armstrong, A. (2007). 'Transformational Leadership: The influence of culture on the leadership behaviours of expatriate managers' in *International Journal of Business and Information*, 2 (2), 265 - 283
- O'Neill, G. (2007). 'A priori conceptions, methodological dogmatism and theory versus practice: three reasons why CEO pay research lacks convergence' in *Corporate Governance- An International Review*, 15, 692 - 700
- Riquelme, H. & Kam, B. (2007). 'Online conversion rates among Australian financial institutions: A qualitative exploration' in *Journal of Financial Services Marketing*, 11 (4), 290 - 300
- Sridharan, R. (2007). 'The Architecture of Supply Chain Collaboration' in *International Journal of Value Chain Management*, 1 (3), 304 - 323
- Waters, S. & Rahman, S. (2007). 'RFID and supply chain performance: adoption issues in the retail supply chain' in *International Journal of Internet Protocol Technology*, 2 (3/4), 190 - 198

Refereed Conference Proceedings

Bennington, L. (2007). 'A new definition of public sector leadership for China' Leadership Forum 2007: Leadership, Transition, Innovation, Dr Renhe Cao (ed.), Leadership Forum 2007, Pudong, China

Boxer, L.J. (2007). "Positioning for Ethical Leadership", 14th Annual AAPEA Conference Proceedings, M. Segon (ed), 14th Annual AAPEA Conference, Melbourne

Brigden, C. (2007). 'Organising strategies and women's representation: The legacy of separate organising in the interwar years' Diverging Employment Relations Patterns in Australian and New Zealand, Erling Rasmussen (ed.), 21st Conference of the Association of Industrial Relations Academics of Australia and New Zealand, Auckland, New Zealand

Gilbert, D. (2007). 'What drives and sustains firm innovativeness?' Managing our intellectual and social capital, Professor Ross Chapman (ed.), 21st ANZAM Conference 2007, Sydney, Australia

Inbakaran, R., Jackson, M. & Sharma, M. (2007). 'Indigenous Tourism in Australia: A Status Report' Tourism and Indigenous People / Minorities in Multicultural Societies, Prof. Yang Hui (ed.), Tourism and Indigenous People/Minorities in Multicultural Societies, Xishuangbanna-Dai Autonomous Region, Yunnan, China

Inbakaran, R., Jackson, M. & Zhang, J. (2007). 'Utilizing the Theory of Planned Behaviour to Predict Pro-Tourism Behaviour in Differing Segments of (Australian) Rural Communities' Tourism Past Achievements and Future Challenges, Ian McDonnell, Simone Grabowski, Roger March (ed.), Tourism Past Achievements and Future Challenges, University of New South Wales

Jackson, M., Inbakaran, R. & Sharma, M. (2007). 'Understanding the barriers to successful indigenous tourism enterprises in multicultural societies: a theoretical analysis of Australian

indigenous tourism' Tourism and Indigenous People/Minorities in Multicultural Societies, Prof Yang Hui (ed.), Tourism and Indigenous People/ Minorities in Multicultural Societies, Xishuangbanna-Dai Autonomous Region, Yunnan, China

Jackson, M., Smith, D. & Inbakaran, R. (2007). 'Predicting Tourist Crime Victimization Using Tourism Personality Types' CAUTHE: Tourism Past Achievements and Future Challenges, Ian McDonnell, Simone Grabowski, Roger March (ed.), Tourism Past Achievements and Future Challenges, University of New South Wales

Jones, S. (2007). "Adding value to on-line role-plays: Virtual Situated Learning Environments", in Atkinson, R.J., McBeath, C., Soong, S. K. A. & Cheers, C. (ed.), ICT: Providing choices for learners and learning. Proceedings ascilite Singapore 2007. Centre for Educational Development, Nanyang Technological University, Singapore, <http://www.ascilite.org.au/conferences/singapore07/procs/>

Kam, B., Sridharan, R. & Yang, P. (2007). 'Supply Chain Collaboration in a Vendor Managed Inventory Environment' Creativity and Innovation: Imperatives for Global Business Development, Dr C. Jayachandran, Dr R. Misra (ed.), 10th International Conference of the Society for Global Business & Economic Development, Kyoto, Japan

Khan, S. & Rahman, S. (2007). 'Assessment of suppliers in International Procurement: An application of the Quality Function Deployment matrix' Proceedings of the 5th International Conference on Supply Chain Management and Information Systems, A Sohal, N Beaumont (ed.), The 5th International Conference on Supply Chain Management and Information Systems, Melbourne

Kissoon, S. (2007). 'A Mixed Strategy of Inquiry to Illustrate the CTIO (Concern-Task-Interaction-Outcome) Model' Association for Qualitative Research Biennial Conference, Jan Brule Govan, Darrel N Caulley (ed.), Professionally Speaking: Qualitative Research and the Professions, Monash University

- Kissoon, S. (2007). 'A Process Management Improvement Practical Application Through The Teamworking Approach' 21st ANZAM Conference, Ross Chapman, Michelle Ainsworth (ed.), Managing Our Intellectual and Social Capital, Sydney
- Kissoon, S. (2007). 'An Illustration of the ETIO model linkage to the continuous improvement teamworking approach in the Australian banking sector' The 5th International Conference on Supply Chain Management and Information Systems, Helen McLean, Nicholas Beaumont (ed.), The 5th International Conference on Supply Chain Management and Information Systems, Melbourne
- Kissoon, S. (2007). 'Continuous Improvement Teamwork Approach in the Banking Sector' 5th ANZAM and 1st Asian Pacific Operations Management Systems, Peter O'Neil (ed.), 5th ANZAM and 1st Asian Pacific Operations Management Systems,
- 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
- Kissoon, S. (2007). 'Towards continuous improvement teamwork: A conceptual model' 5th International Conference on Supply Chain Management and Information Systems, Nicholas Beaumont, Helen McLean (ed.), Theory Wedded to Practice, Langham Hotel
- Lau, C. (2007). 'Outsourcing and Global Supply Chain Management' Proceedings of 10th International Conference on Global Business and Economic Development, Prof. C. Jayachandran, Prof. Katsuji Okachi (ed.), 10th International Conference on Global Business and Economic Development, Ryukoku University, Kyoto, Japan
- McMurray, A. & Karim, A. (2007). 'Factors Affecting Multi-Cultural Policing: A Conceptual Model' Managing Our Intellectual Capital, Professor Ken Parry (ed.), Australia and New Zealand Academy of Management Conference, Sofitel Sydney
- McMurray, A., Cross, J. & Caponecchia, C. (2007). 'Business Continuity Plan Practices within the Risk Management Profession' Doing Well by Doing Good, George T Solomon (ed.), Academy of Management (AOM) Meeting, Philadelphia, Pennsylvania, USA
- McMurray, A., Noack, T. & Burge, K. (2007). 'Ah! Ha! Humour and Sustainability in the Development of Entrepreneurial Graduates' Partnerships for World Graduates Conference, Professor Jim Barber (ed.), Academic Industry Community Partnerships for World Graduates, Melbourne, Australia
- Nankervis A. (2007). 'Vulnerability analysis mapping: The case of the Phuket hotel industry', Second Services Management Conference, Jakarta
- Nankervis A. (2007). 'Vulnerability analysis mapping in the global hotel industry', 10th Society for Global Business and Economic Development (SGBED) Conference, Kyoto
- Nankervis A., Fisher G. (2007). 'Managing non-traditional employees in global operations', ANZIBA Conference, Sydney
- Pimpa, N. (2007). 'Reference groups and choices of vocational education: Case of Thailand' Research Impacts: Proving and Improving, Jeffrey Ruth (ed.), The Australian Association for Research in Education, Australia
- Poles, R., Dapiran, P., Wilson, D. & Rahman, S. (2007). 'Cased loop supply chain modelling' Proceedings of the 5th International Conference on Supply Chain Management and Information Systems, A Sohal, N Beaumont (ed.), The 5th International Conference on Supply Chain Management and Information Systems, Melbourne
- Scavarda, A. & O'Neill, P. (2007). 'The adoption of the Electronic Supply Chain Technology on the Maintenance and automatic resupply of the Australian Defence Force's vehicle fleets on the battlefield' The Continuous Challenge for Innovation and Integration, Marcos Vasconcellos (ed.), SIMPO/POMS 2007, Brazil

Sharma, M., Jackson, M. & Inbakaran, R. (2007). 'The promotion of consumption of Indigenous food to foreign visitors: An Australian study' Tourism and Indigenous People / Minorities in Multi-cultural societies, Prof. Yang Hui (ed.), Tourism and Indigenous People / Minorities in Multi-cultural societies, Xishungbanna

Waters, S. & Rahman, S. (2007). 'Antecedents to RFID adoption perspectives of retail supply chain stakeholders' RFID Technology, M Sheng, Z Maamar, M Cameron (ed.), 1st International Workshop on RFID Technology - Concepts, Applications, Challenges, Portugal

Waters, S. & Rahman, S. (2007). 'RFID adoption issues in Australian retail supply chains: evidences from a case study and two mini survey' Proceedings of the 5th International Conference on Supply Chain Management and Information Systems, A Sohal, N Beaumont (ed.), The 5th International Conference on Supply Chain Management and Information Systems, Melbourne

Wu, D. & Zhao, F. (2007). 'Alignment and integration of competitive intelligence system: a case study' Managing Worldwide Operations and Communications with Information Technology, Mehdi Khosrow-Pour (ed.), 18th Annual Information Resources Management Association International Conference, Vancouver, Canada

Zhao, F. (2007). 'E-entrepreneurship and e-innovation: case studies of key challenges and issues' Managing Worldwide Operations and Communications with Information Technology, Mehdi Khosrow-Pour (ed.), 18th Annual Information Resources Management Association International Conference, Vancouver, Canada



**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 (PHRESC)
- 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) DR008

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

Fallshaw, E., Watty, K., Jackson, M. & Yu, X. (2007). 'Enhancing Professional Standing of MPA Programs Delivered in Asia' *Academic Business World International Conference Proceedings*, Edd R Joyner (ed.), Academic Business World International Conference, Nashville



**Smart Internet Technology
CRC**

Senior Research Fellows



**Professor
Supriya Singh**



**Professor
Margaret Jackson**

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

marital 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

Publications

Book Chapters

Ligertwood, J. & Jackson, M. (2007). 'Transborder Data Protection and the Effects on Business and Government' in Usability and Internationalization. Global and Local User Interfaces. Springer Berlin / Heidelberg, New York, 140 - 149, ISBN: 978-3-540-73288-4

Referred Journal Articles

Jackson, M. & Shelly, M. (2007). 'Authorisation of Copyright Infringement: New Developments in the Online Environment' in Commercial Law Journal, 2 (1), 26 - 39

O'Donnell, J., Jackson, M., Shelly, M. & Ligertwood, J. (2007). 'Australian Case Studies in Mobile Commerce' in Journal of Theoretical and Applied Electronic Commerce Research, 2 (2), 1 - 18

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 emphasise 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 Or-

ganisation(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, 01Jan 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)

**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)**

Business Portfolio Research Report 2007

2007 HERDC Publication Scores

Portfolio	School	Category				Un-weighted Total	A1 Books (Weighted)	Weighted Total
		A1 Books	B Book Chapters	C1 Journal Articles	E1 Conference Proceedings			
BUS	Accounting & Law	0.500	3.500	13.250	0.500	17.750	2.500	19.750
	Business Information Technology	1.000	5.333	10.833	27.167	44.333	5.000	48.333
	Economics, Finance and Marketing	0.250	0.500	29.083	5.267	35.100	1.250	36.100
	Grad School of Business	0.000	2.000	8.583	9.500	20.083	0.000	20.083
	Management	0.000	4.145	14.200	20.250	38.595	0.000	38.595
	Business - Academic Development	0.000	0.000	0.000	0.250	0.250	0.000	0.250
Business Total		1.750	15.478	75.950	62.933	156.112	8.750	163.112

2007 HERDC Reported Research Income

School	DEST Code				Grand Total
	Cat 1	Cat 2	Cat 3	Cat 4	
Accounting & Law	\$15,842	\$38,921	\$26,862	\$146,651	\$228,276
Business Information Technology	\$45,512	\$97,027	\$5,000	\$0	\$147,539
Economics & Finance	\$318,122	\$24,064	\$300,050	\$0	\$642,236
Graduate School - Business	\$0	\$0	\$21,850	\$0	\$21,850
Management	\$130,483	\$30,909	\$76,971	\$0	\$238,363
Research & Innovation - Business	\$0	\$31,818	\$0	\$6,348	\$38,166
Business Total	\$509,959	\$222,740	\$430,733	\$152,999	\$1,316,431

2007 PhD and Masters Student Enrolments

School	Student Cohort
Accounting & Law	21
Business Information Technology	60
Economics & Finance	34
Graduate School - Business	61
Management	40
Research & Innovation - Business	02
Total including Masters (R)	218

Source: Research Support Unit (R & I)

Archival Submissions for 2007 Calendar Year

Student Name	Program Code	Program Name	Archival Submission Date
Dr Stacey Lynn Cowan	DR045	PHD (Accountancy) (R)	19/07/2007
Dr Ian Fraser	DR045RTS	PHD (Accountancy) (R)	08/08/2007
Mr Damian Tien Foo Niap	MR072RTS	M Bus (Accountancy) (R)	26/06/2007
Dr Michaela Rankin	DR045RTS	PHD (Accountancy) (R)	30/05/2007
Dr Thomas Reginald Rowles	DR045	PHD (Accountancy) (R)	19/11/2007
Mr Aldo Taranto	MR072RTS	M Bus (Accountancy) (R)	19/07/2007
Dr Bulend Terzioglu	DR045	PHD (Accountancy) (R)	07/06/2007
Dr Antony Michael Young	DR045	PHD (Accountancy) (R)	19/11/2007
Dr Neera Bhansali	DR048	PHD (Bus Info Systems) (R)	03/07/2007
Ms Kelly Hutchinson	MR076RTS	M Bus (Bus Computing) (R)	27/11/2007
Dr Zijad Pita	DR048RTS	PHD (Bus Info Systems) (R)	27/04/2007
Dr Sally Skinner	DR048	PHD (Bus Info Systems) (R)	21/11/2007
Dr Hongli Song	DR048RTS	PHD (Bus Info Systems) (R)	06/09/2007
Dr Wenqing WANG	DR048RTS	PHD (Bus Info Systems) (R)	20/09/2007
Dr Phillip Anthony Hingston	DR008	PHD (Transport Res Cte) (R)	04/07/2007
Dr Francisco Fernando Ribeiro Ramos	PH018RTS	Doctor of Phil (by Public)	14/02/2007
Dr Kuok Kun Chu	DR047RTS	PHD (Eco & Finance) (R)	07/08/2007
Dr Paul Justin Jens	DR047RTS	PHD (Eco & Finance) (R)	21/09/2007
Dr Tristan Andrew Masters	DR047RTS	PHD (Eco & Finance) (R)	09/08/2007
Ms Sveta Risman	MR075	M Bus (Eco & Finance) (R)	08/08/2007
Dr Stuart John Thomas	DR047	PHD (Eco & Finance) (R)	23/11/2007
Dr David Cochrane	DR061RTS	Doctor of Business Admin (R)	29/03/2007
Dr Alison Mary Fincher	DR061RTS	Doctor of Business Admin (R)	08/11/2007
Dr Peter W. Woodgate	DR061RTS	Doctor of Business Admin (R)	28/11/2007
Dr Donald James Bradmore	DR046RTS	PHD (Bus Admin) (R)	19/11/2007
Dr Sharon Lee Bryant	DR046RTS	PHD (Bus Admin) (R)	15/01/2007
Dr Holly Thu Dinh	DR046RTS	PHD (Bus Admin) (R)	05/10/2007
Dr Adeline Pek Kay Ong	DR046RTS	PHD (Bus Admin) (R)	13/04/2007
Dr Lynette Stavretis	DR046	PHD (Bus Admin) (R)	21/08/2007
Dr Caroline Swee Lin Tan	DR046RTS	PHD (Bus Admin) (R)	08/06/2007

Source: Research Support Unit (R & I)

Business Portfolio Completions (DEST Reporting year)

Student Name	Program Code	Program Name	Submission Date
Dr Antony Michael Young	DR045	PHD (Accountancy) (R)	23/08/2007
Dr Huel-Chun Chang	DR045RTS	PHD (Accountancy) (R)	08/11/2007
Mr Robert Michael Inglis	DR045RTS	PHD (Accountancy) (R)	20/09/2007
Dr Donald James Bradmore	DR046RTS	PHD (Bus Admin) (R)	21/08/2007
Dr Rosa Elvira Rios	DR046RTS	PHD (Bus Admin) (R)	04/10/2007
Mr Jiaying Zhang	DR046RTS	PHD (Bus Admin) (R)	04/03/2008
Dr Stuart John Thomas	DR047	PHD (Economics & Finance) (R)	23/08/2007
Ms Marie-Anne Cam	DR047RTS	PHD (Economics & Finance) (R)	02/11/2007
Mr Michael Andrew Gangemi	DR047RTS	PHD (Economics & Finance) (R)	03/07/2007
Dr Tianshu Liu	DR047RTS	PHD (Economics & Finance) (R)	27/08/2007
Dr Thanh Tan Truong	DR047RTS	PHD (Economics & Finance) (R)	09/11/2007
Dr Sally Skinner	DR048	PHD (Bus Info Systems) (R)	28/06/2007
Mr Ahmad Abareshi	DR048RTS	PHD (Bus Info Systems) (R)	26/03/2008
Dr K.D. Dushantha Dissanayake	DR048RTS	PHD (Bus Info Systems) (R)	27/08/2007
Ms Afsaneh Hazeri Baghdad Abad	DR048RTS	PHD (Bus Info Systems) (R)	28/03/2008
Dr Siddhi Pittayachawan	DR048RTS	PHD (Bus Info Systems) (R)	04/09/2007
Ms Maryam Sarrafzadeh	DR048RTS	PHD (Bus Info Systems) (R)	26/03/2008
Dr Wenqing Wang	DR048RTS	PHD (Bus Info Systems) (R)	25/05/2007
Mr Xibao Zhang	DR048RTS	PHD (Bus Info Systems) (R)	10/09/2007
Mr Errol Muir	DR053	PHD (Bus Admin) (R)	24/07/2007
Ms Ling Deng	DR053RTS	PHD (Bus Admin) (R)	05/03/2008
Mr Marcus Powe	DR053RTS	PHD (Bus Admin) (R)	07/12/2007
Dr Alison Mary Fincher	DR061RTS	Doctor of Business Admin (R)	13/07/2007
Mrs Malak Sukkar	DR061RTS	Doctor of Business Admin (R)	28/03/2008
Dr Peter Wyndham Woodgate	DR061RTS	Doctor of Business Admin (R)	31/08/2007
Miss Feeba Babu Mootheril	MR076RTS	M Bus (Bus Computing) (R)	21/02/2008
Prof Peter Francis Sheldrake	PH018RTS	Doctor of Phil (by Public)	17/09/2007
Dr Christopher James White	PH018RTS	Doctor of Phil (by Public)	27/08/2007

Source: Research Support Unit (R & I)

