The RMIT Business 2001 Research and Publications Report has been compiled by the Research Development Unit with input and assistance from the Schools and Centres in the Faculty.

This report is available online at www.bf.rmit.edu.au/RDU/html/report.html

Further hard copies of this report are available from:

**Research Development Unit**

RMIT Business  
GPO Box 2476V  
Melbourne VICT. 3001

Tel: 03 9925 5594  
Fax: 03 9925 5595  
Email: rdu@bf.rmit.edu.au  
Web: www.bf.rmit.edu.au/RDU/
<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Statement from the Dean</td>
<td>4</td>
</tr>
<tr>
<td>Office of the Dean</td>
<td>6</td>
</tr>
<tr>
<td>School of Accounting and Law</td>
<td>16</td>
</tr>
<tr>
<td>School of Business Information Technology</td>
<td>30</td>
</tr>
<tr>
<td>School of Economics and Finance</td>
<td>40</td>
</tr>
<tr>
<td>School of Management</td>
<td>52</td>
</tr>
<tr>
<td>School of Marketing</td>
<td>78</td>
</tr>
<tr>
<td>Transport Research Centre</td>
<td>92</td>
</tr>
<tr>
<td>Centre for Management Quality Research</td>
<td>100</td>
</tr>
</tbody>
</table>
We are becoming a more knowledge-based society and economy operating in a global context and the roles of research and knowledge utilisation are becoming increasingly important. In recognising the dynamic environment in which we operate, RMIT Business has been pro-active in establishing close links with industry and addressing research issues that are relevant to business and which provide far reaching benefit. In 2001 the Faculty expanded its research capabilities and increased its measurable research outputs, thanks to the dedication and efforts of our staff engaged in research.

Across the DEST measures of research performance, the faculty has improved its performance. In 2001 the number of research student completions was 13. External research income has increased in 2001 to $1,544,767, up 64% on the previous year. However, the most marked area where the faculty has improved its measured research performance is in the area of DEST approved research publications. In 1999 the number of approved research publications was 44. In 2000 this increased considerably to 66 and in 2001 the number of DEST approved research publications rose to 122, representing an 85% increase from the previous year and an improvement of 177% from the 1999 level. As well, the number of staff and research students contributing to the DEST approved research publications has increased, signifying the growth in the research base and capacity of the staff within the faculty to conduct research that is well regarded by peers of national and international standing.

RMIT Business has long had a reputation for expertise in innovative design, delivery and evaluation of customised training programs for a range of stakeholders and is now also becoming increasingly active and recognised for conducting research that is practically focused and engages with industry and the community. In 2001, some of the new industry partners that we have established links and research partnerships with in 2001 include Austroads, the Financial Planning Association of Australia, Siemens Limited, Australian International Hotel School and KPMG Consulting.

The Centre for Quality Management Research joined the Faculty in 2001 and in 2002, the CRC for Construction Innovation and the CRC for Smart Internet Technology have also been welcomed into the Faculty. All of these new research centres were brought into the Faculty to take advantage of our CBD location and our strong links with industry to assist us with our mission of building the research capacity and expertise within the Faculty.
‘right’ people is crucial to the future of the Faculty and to its ambition to become an innovative leader in business research. There is recognition and importance placed on the capabilities of our existing staff and staff are also assisted and encouraged to identify their development needs. Also in 2001, the Faculty targeted recruitment to help build our research skill base in specific areas designated to be of major importance. Prof. Kosmas Smyrnois joined the School of Marketing, bringing with him an established reputation and international track record in the areas of family business research, capital market decision making, fast growth enterprises, work-family conflict, leadership and the development of SME performance indices. Also Prof. Craig Deegan who is an internationally recognised scholar in the area of environmental accounting and reporting and the triple bottom was welcomed into the School of Accounting and Law. Dr. Roslyn Russell who has an established research record in the area of innovation and entrepreneurship joined the Faculty’s Research Development Unit along with Dr. Lili Xu whose research expertise and experience lies in the field of high-tech parks in China, international business, Chinese economics and entrepreneurship.

Research activity is vital to becoming an innovative faculty. In 2001, the Faculty invested $2.04 million in research initiatives such as research student scholarships, staff research grants, publication awards, research student facilities, appointment of postdoctoral fellows and a range of other staff and student support activities. The Faculty has continued to invest similar amounts in 2002. The Faculty’s Research Development Unit has been allocated resources to further develop research links with industry and stimulate a stronger research culture within the Faculty through further new Research Fellow appointments in 2002, seed funding for ARC grant applications and scholarship for research students.

In 2001 the number of research publications and external research income have all risen, attesting to the fact that the importance that the Faculty places on its research performance is yielding positive results. The emphasis of this report is in sharing with you some of the research highlights achieved within RMIT Business in 2001, particularly in relation to the research publications of our staff and research students. I congratulate and thank all the staff and research students who continue to work hard in building the research profile of RMIT Business. Clearly, as we continue to move forward into the future and expand on the results we have achieved in 2001, our mission to become a Faculty engaged in research that is innovative and of world standing is already well underway.

Professor Margaret Jackson
Acting Pro Vice-Chancellor (Business)
& Dean, RMIT Business
In 2001 the Office of Dean continued to place a strategic focus on strengthening the research capacity of the Faculty, reflecting the University level objective to become a highly regarded innovative learning and research institute. The Research Development Unit which is headed by the Associate Dean (Research), Professor Robert Brooks continues to provide resource infrastructure to support research growth and activity within the Faculty. Also in 2001 the Innovation Unit was formed to encourage research and training in the field of entrepreneurship and innovation.

Some of the highlights from 2001 include the opening of the Postgraduate Research Student Facility on level 13 of building 108. This research facility provides accommodation for the majority of full time research students in the faculty and facilitates greater opportunity for research students to network with one another and make their research experience less socially isolating while providing a work environment for students to engage in their research. Feedback from students to date regarding the facility has generally been very positive. Also in 2001 the faculty introduced the Research Student Support Fund to provide funding to research students to assist with expenses related to students research and also for their development as researchers to attend relevant conferences and to cover other expenses deemed appropriate. In 2001 the Research Development Unit awarded over $38,000 through this fund to support research students within the Faculty.

Other highlights from 2001 include the recruitment of new research staff including Dr. Roslyn Russell and Dr. Lilai Xu who are both based in the Research Development Unit as research fellows in the area of entrepreneurship and innovation. The Research Development Unit also commenced a Research Supervisor Training Program to complement the program offered at the University level which proved to be successful. Also a number of other research seminars and workshops were conducted.

The year saw the Faculty build on its research performance and with some of the further initiatives that have been implemented in 2002 this trend should continue into the future.
Text and Other Reference Books


B1 - Book Chapters in Research Publication (DEST Approved)


Text and Other Reference Book Chapters


C1- Research Articles in a Refereed Journal (DEST Approved)


Other Articles in professional and Academic Journals


E1- Refereed Conference Publications


Other Conference Papers and Presentations


Sheldrake, P., ‘Managers Are Dead? We Now Need Leaders!’, Victorian Commercial Teachers Conference, La Trobe University, Melbourne, 26 November 2001.

**Conference Discussants**


**Invited Lectures, Seminars, Presentations and Workshops**


**Editorships (Books and Journals)**


**External Boards and Committee Memberships**

Bigelow, H., National Committee Member, Psychology and Cultures Interest Group, Australian Psychological Society, 2001.


Fraser, I., Treasurer, Haileybury College Council, 2001.

Fraser, I., Director, Ma Kam International Executive Development Centre, Fudan University, Shanghai, China, 2001.

Fraser, I., Member of the Management Council, SIFT-RMIT International Business School, Shanghai Institute of Foreign Trade, Shanghai, China, 2001.

Fraser, I., Chairman, Melbourne Co-operative Bookshop Group, Board of Directors, 2001.


**Appointments**

Sheldrake, P., Appointed - Guest Professor, University of Science and Technology, Beijing, 2001.

**Media Reports (Radio and Print)**

**Radio**


**Print**


**Multimedia Publications**


**Working Papers**


**Grants and Research Funding (Internal)**

Grants and Research Funding (External)


Other, not previously specified


The School of Accounting and Law has identified five main areas in which it concentrates much of its research. These areas are:

- Accounting education
- Public sector accounting
- Environmental accounting
- Ethics and corporate governance, and
- Small business.

In 2000 the School commenced conducting a Seminar Series, with half days devoted to presentation and discussion of papers in our research areas. Two such seminars were organised during the year, with three papers on the theme of Accounting for the Environment, and another three papers on New Forms of Reporting. The latter included a paper on “Reporting with Meaning” by the new Victorian Auditor General, Mr Wayne Cameron.

The School’s Director of Research and Development, Professor Margaret Jackson, was appointed Dean of RMIT Business in February 2000. Associate Professor (subsequently promoted to full Professor) Clive Morley was recruited as the new Director of Research and Development.

Two candidates completed their PhDs in the School in 2000: Samuel Chan with a thesis on the Development of ethical sensibility and ethical judgement in accounting students, and Stella Sofocleous on Accounting, taxation and fiscal instruments: the influence of forest product industry users and the sustainability of Australian native forests.
Text and Other Reference Books


B1- Book Chapters in Research Publication (DEST Approved)


Text and Other Reference Book Chapters


C1 - Research Articles in a Refereed Journal (DEST Approved)


Other Articles in Professional and Academic Journals


E1-Refereed Conference Publications


Other Conference Papers and Presentations


**Conference Discussants**


Invited Lectures, Seminars, Presentations and Workshops


Deegan, C., ‘What has the Accountant Got to Do With Sustainable Living? A Great Deal!’, Sustainable Living Fair, Melbourne, November 2001.


Lipton, P., Course instructor for Corporate Law in Australian Commercial Law Training Course, Faculty of Law, Monash University, Melbourne, 16-18 July and 1-3 August 2001.


**Media Reports  (Radio and Print)**

**Radio**


**Print**


**Editorships (Books and Journals)**


**External Board and Committee Memberships**

Bellamy, S., Deputy Chair, Victoria Public Sector Committee, CPA Australia, 2001.

Bellamy, S., Chair, Victoria Universities Committee for Heads of Accounting Schools, 2001.

Cooper, B.J., Council Member, Accountants Association of Australia and New Zealand (AAANZ ), July 2001.

Cooper, B.J., Audit Committee Member, Department of Education and Training, 2001.

Deegan, C., PhD Advisory Committee Member, Central Queensland University, 2001.

Inglis, R., Committee Member, Incite Connect, 2001.


Leung, P., Audit Committee Member, Association of Chartered Certified Accountants, 2001.

Leung, P., Research Committee Member, Association of Chartered Certified Accountants, 2001.


Leung, P., Committee Member, Corporate Governance and Accountability CPA Program, CPA Australia, 2001.

Lipton, P., Executive Member, Corporate Law Teachers Association, 2001.

Lipton, P., Member, Corporate Governance Working Group, Standards Australia, 2001.

Lipton, P., Education Committee Member, Company Secretaries Australia, 2001.

Lipton, P., Chairman, Chartered Secretaries Australia Corporate Governance Subject Advisory Committee, 2001.


Appointments


Working Papers


Research Reports


Grants and Research Funding (Internal)


Grants and Research Funding (External)


Deegan, C., ‘Environmental Management Accounting Project’, Joint Funding Bodies: The Institute of Chartered Accountants in Australia, Environment Australia, and Environmental Protection Authority (Vic), 2001, $28,500.

Awards


Other, not previously specified


Research Students

Kevin Adams, PhD: Corporate Social Reporting and Auditing: Stakeholder Needs and Reporting Practices.


Walter Dolan, PhD: Benchmarking Innovation in Australia.


Christine Hutton, Master by Research: Approaches to the learning of accounting by students primarily engaged in other disciplines.
Brett James, Master by Research: Management Accounting and E-business.

Alan Kilgore, PhD: Significance of Audit Committees and their impact on the perception of audit quality.

Anne Lennox, Master by Research: On-line Learning Environments and the Changing Culture of Intellectual Property and Copyright Law within the University.


Una Obradovic, PhD: Harmonisation of Intellectual Property Laws in the APEC Region.

Michaela Rankin, PhD: Towards Sustainability: The Role of Organisational Stakeholders in the Development of Sustainable Business Operations.


Mato Sop, PhD: The Traditional Management Accounting Model and its Relevance to the Contemporary Manufacturing Environment in Australia.

Aldo Taranto, Master by Research: Modelling and Stress Testing the Risk Impact of Close Out Netting and Securitisation in Wholesale Banking and Finance.

Bulend Terzioglu, PhD: Internal Transfer Pricing in Services: A Value-Chain Framework.

Kim Watty, PhD: The Post-war Quest for Quality in Australian Accounting Education: The Changing Academic Role.

Trevor Wilmshurst, PhD: Environmental Reporting and the Role of Stakeholder Expectations.


Antony Young, PhD: An Examination of the Control Issues of Electronic Mediums of Exchange.
In 2001 the School of Business Information Technology continued its strong research performance in the following areas:

- Knowledge management
- Electronic commerce
- e-Learning
- Information systems

The research in knowledge management has gained momentum. The School has successfully organized an International seminar on Knowledge Management, attended by international renowned experts in the field including Professor Blaise Cronin, Dean of Information Science, Indiana University, Bloomington and Professor Elisabeth Davenport, Napier University, Edinburgh. The School has also sponsored the inaugural conference of Skill Sets for the E-Commerce Professionals. These activities helped the School establish its research profile in knowledge management and attract research students and potential industrial collaborators.

The positive trend of the publication activity within the School continued. Over the year a growing number of staff and research students have written working papers and/or papers for publication in the relevant literatures. The trend of greater collaboration between academic staff and research students, staff and their colleagues at other universities, and staff and industrial partners continued. Within the School the number of publications, including those approved by DEST for funding purposes, is well up from previous years.

A greater number of staff within the School started to do research that produced rich dividends in terms of increased research student enrollments, publications and wider involvement in various professional activities such as conference/seminar organizations and grant applications. Highlights include the appointment of Dr Elspeth McKay as the Postdoctoral Research Follow (e-learning), the completion of the PhD research by Dr Andrew Daniel Finegan, the successful application for two research grants by Dr Singh and Dr Geisehart, and the impressive research outputs produced by Mr John Byrne.
Text and Other Reference Books


B1- Book Chapters in a Research Publication (DEST Approved)


C1- Research Articles in a Refereed Journal (DEST Approved)


Other Articles in Professional and Academic Journals


E1- Refereed Conference Publications


Other Conference Papers and Presentations


Coath, E., ‘On-line Collaboration by Australian Agri-Food Networks’, Information Technology in Regional Areas (ITiRA), Rockhampton, 5-7 September 2001.


**Conference Discussants**


**Invited Lectures, Seminars, Presentations and Workshops**


Editorships (Books and Journals)


External Board and Committee Memberships


Ellis, J., IT Committee Member, Standards Australia, 2001.

Ellis, J., IT Committee Chair, Standards Australia, 2001.


Rowe, J, Member, Coalition Against Unsolicited Bulk Email, Australia, 2001.

Rowe, J., Board Member, .au Domain Administration Ltd. (auDA), Australia, 2001.

Appointments

Working Papers


Grants and Research Income (External)


Other, not previously specified


Research Students

Stan Agombar, PhD: Factors Underlying the Design of an Information Architecture for Transnational Information Services.

Ryan Almeida, Master by Research: Business to Business Commerce Using the Internet and New Technology to Gain Competitive Advantage.


Markus Belkin, PhD: Intelligent Organisational Modelling and its Application to Medical Pathology Laboratories.

Mariel Beros, Master by Research: The Impact of Video - on - Demand on Film Distribution Practice - A Study of Two Pioneers in Action.
Neera Bhansali, PhD: Developing a Successful Data Warehouse.

Emma Coath, Master by Research: Regional Community Networks in the Australian Agri-Food Industry.

Roberto Daniele, PhD: On-line Travel in Australia: An Investigation on Market Structure and Determinants of Competitive Advantage.

Mark Davis, PhD: A Delphi Study to Forecast Policy Trends Related to Knowledge Management in the Civil Justice System in Victoria.

Judith Ellis, PhD: The Role of Knowledge Management in Enabling Competitive Advantage for Australian Organisations in the Global Economy.

Lisa Enright, PhD: Global Applications of Knowledge Management.

Karina Heikkila, Master by Research:

Michael Kennedy, Master by Research: Defining Jurisdiction in Cyberspace.

Dieu Lam, PhD: SME E-Commerce Adoption: A Vietnamese Case Study.

Zichun Liu, PhD: Censorship and Access to Information in China.


Colleen Moses, Master by Research: Multi-site Corporate Websites Serving Both Internal and External Stakeholders Are Now the Norm for Most Large (Top 500) Companies in Australia.

Cynthia Moussi, PhD: Do Small to Medium Sized Enterprises Have Enough Time and Money to Fully Utilise the Internet?

Suzanne Claire Murch, Master by Research: Restructuring Chaos: Beyond the Desktop to a New Interface.

Francis Nikolitis, Master by Research: e-Commerce and the Effect on the Supply Chain: Capitalising on e-Commerce to Create Business Value.

Stephen Northey, PhD: The Knowledge Management Implication for Decision Support Systems Used in Membership Based Organisation Including Analysis of Typical Information and Description.

Chong Ong, Master by Research:

Zijad Pita, PhD: Archiving Competitive Advantage in the e-Business Era.

Jane Ponting, PhD: Perish or Publish: Australian Netprise Activity on the WWW.
Neil Porter, Master by Research: Knowledge Diffusion in China’s National Innovation System.


Adrian Rose, Master by Research: The Diffusion of Information about Products Throughout an e-Business Virtual Community.

Joshua Rowe, Master by Research: Development of a Standard for the Evaluation of Domain Name Policy.

Rainer Schnittler, Master by Research: Automove Telematics: Configuring and Scoping an Innovative Service Model for Australia.

Carmine Sellitto, PhD: Developing an Internet e-Commerce (IEC) Best Practice Model for Wineries in Victoria.


Sally Skinner, PhD: Racist Disinformation on the World Wide Web: The Role of Anti-Racist Sites in Providing Balance.

Haggen So, PhD: Construction of an Evaluation Model for Open Source Project Hosting Service.

Linda Wilkins, PhD: E-Commerce: Adoption and Implementation Issues.

Angela Yip, PhD: An Intelligent Approach for Business Failure Prediction.

Thomas Zulliger, PhD: Structure for Improved Navigation and User Satisfaction at the Point of Entry into Organisational World Wide Web Sites.
The School of Economics and Finance has research interests in financial markets and economics. In 2001 the School continued to undertake research into the behaviour and function of financial markets. The School produced research outputs in both the professional literature and popular press reflecting our strong real world focus in applied research. Research interests are focused on both the domestic and international markets and the School has had great success in attracting international students to post-graduate research degrees.
Text and Other Reference Books

B1 - Book Chapters in a Research Publication (DEST Approved)

Text and Other Reference Book Chapters

C1 - Research Articles in a Refereed Journal (DEST Approved)


Other Articles in Professional and Academic Journals


Conference Papers and Presentations


Conference Discussants


Invited Lectures, Seminars, Presentations and Workshops


McKeown, W., Course instructor for CPA Australia, ‘Personal Financial Planning and Superannuation Workshops’, Melbourne, 26 September, 2, 17 and 30 October and 7 November, 2001.

Editorships (Books and Journals)


External Board and Committee Memberships


Hallahan, T., Secretary and Treasurer, Association of Financial Services Educators (AFSE) Executive Committee, 2001.

Media Reports (Radio, Television and Print)

Radio

Television


Print


Multimedia Publications


Awards


Grants and Research Funding (Internal)

Logan, M., and Olynyk, M., ‘Assessing the Impact of On-line Teaching Elements on Attrition Rates in Distance Education’, RMIT Business Faculty Collaborative Research Grants Scheme, 2001, $8,500.

Grants and Research Funding (External)


Logan, M., and Olynyk, M., ‘Assessing the Impact of On-line Teaching Elements on Attrition Rates in Distance Education’, Open Learning Australia, 2001, $1,800.

Other, not previously specified


Research Students

Reikman Aritonong, PhD: The Effect of Non Debt Tax Shields on Firm’s Capital Structure: Indonesian Evidence.

Sehne Avsar, PhD: Expectations and Efficiency off Selected Commodity and Currency Futures Markets.


Giovanni Butera, PhD: Credit Risk Models to Price Unlisted and Unrated Loans.

Stewart Carter, Master by Research: Trade Liberalisation.

David Chieng, PhD: Role of Fundamentals in Exchange Rate Forecasting in a Speculative Market.

Kit Choy, Master by Research: The Performance of Initial Public Offerings in Hong Kong.


Warren Dean, PhD: Volatility in the Australian Equity Market: Characteristics and Causes.

Andreas Dimakopoulos, Master by Research: Government Intervention in Agriculture to Alleviate the Problems of Economic Development.

Peter Fuller, Master by Research: Determinants of Attendance Patterns at AFL Games.


Harry Goldberg, PhD: Infertility of IVF.
Terrance Hallahan, PhD: Examination of the Characteristics and Performance of Investment and Superannuation Funds.

Joseph Hillier, PhD: Managed Fund Performance Within a Time - Varying Risk Regime.

Kathryn Holmes, PhD: Financial Analysis of Managed Funds.


Sydney Lambrick, PhD: Asset Pricing Models, Methodology and Testing.


Amanda McCallum, PhD: Demand and Supply Characteristics of Accommodation for the Older Australian.

Francis Warren McKeown, Master by Research: Examination of the Investment Performance of Superannuation Fund Managers Since 1988: Does Size Matter?

Pramayanti Meitisari, PhD: The Impact of Intenational Diversification on Capital Structure: Australian Evidence.

Wu Hong Benny Ng, Master by Research: The Relationship Between Spot and Future Markets: Evidence for the Kuala Lumpur Stock Exchange.

Thuan Hoa Nguyen, PhD: Determinants of Derivatives Use by Australian Corporations.

Albert Peker, PhD: The Identification and Measurement of Risk in a Portfolio Context.

Bora Vikash Ramiah, PhD: Pricing of Noise.


Ifa Rushdi, Master by Research: An Investigation into the Functional Forms of Market Models.

Chye Hock Soh, Master by Research:

Heath Spong, PhD: A Study of Entrepreneurship.


Anton Tanubrata, Master by Research: Initial Public Offering’s and Market Segmentation.

Stuart Thomas, PhD: Modelling Commodity Prices in the Australian National Electricity Market.
Sasho Vasilevski, Master by Research: Global Portfolio Diversification: An Australian Perspective.

Stephen Willis, PhD: Microstructure of the Australian Stock Market.

Juliana Yim, PhD: Forecasting Financial Crises Using a Neural Network Approach.

Lisa Yong, PhD: Beta and the Sensitivity to Interest Rates of Asia-Pacific Stock Markets.

Xuan Zhang, PhD: Japan’s Foreign Direct Investment in East Asia.
In 2001 the School of Management continued to focus on research concentrations in the areas of Health Services Management and Organisational Accountability, and the emerging area of Practice led research. Associate Professor Rosalie Holian was Director Research, Associate Professor Bobby Banerjee was Program Director of the Doctor of Business Administration and Associate Professor Erica Hallebone was Research Co-ordinator for the Doctor of Philosophy and Master of Business by Research.

Four Doctor of Business Administration candidates graduated in 2001, Dr Michael Thong, Dr Peter Hughes, Dr Michael Ryan and Dr Jan Priest. Two Doctor of Philosophy candidates also completed in 2001, Dr Brett Scarlett, and the first PhD by Project in the School and Faculty, Dr Laura Brearley. Kim Hassall also completed a Master of Business by Research.

During 2001 there were over 100 research postgraduate students; 35 PhD and 23 Master of Business by Research candidates and 46 DBA candidates. Effective from 2001 the DBA was converted to be classified as a Research (2/3 thesis) rather than coursework Program.

Health Services Management continued to be an area of strength, with the continuation of external funding for work related to National Allied Health Casemix research and the Service Weights Study. A research project on Career Choices made by Nurses commenced, with support from an ARC SPIRT grant for an APAI scholarship. A workshop for industry on ‘Fostering Innovation and Change in Healthcare Organisations’ was also conducted.

In the area of Organisational Accountability the Business Integrity Systems Audit (BISA) research project was completed, and an application for a new ARC Linkage grant on Organisational Integrity in conjunction with Griffith University was successful. The work of the ‘Organisational Accountability, Stakeholders and Ecological Sustainability’ (OASES) group continued.

A number of international visitors to the School conducted seminars for staff and students, including Professor Alan Gillies, Professor Peter James, Dr John Peters and Dr Jan Jonker. Staff and students within the School of Management continued to be involved in a range of research activities and produced publications and papers on key issues in Management. The areas covered included: Corporate Environmentalism and Environmental Management, Business Ethics and Corporate Governance, Strategic Planning and Strategic Thinking, Health Services Management, Human Resource Management, International Management, Reflective Practice and Management Education.
Text and Other Reference Books


B1- Book Chapters in Research Publications (DEST Approved)


**Research Book Sections**


**Text and Other Reference Book Chapters**


C1-Research Articles in a Refereed Journal (DEST Approved)


**Other Articles in Professional and Academic Journals**


Fastenau, M., ‘Harassment Creates a Hostile Work Environment for All Employees’ *Focus on Diversity*, September 2001, pp. 5-6.


E1-Refereed Conference Publications


Other Conference Papers and Presentations


Woodruff, I., ‘Healthcare funding systems and the Medical Sciences’, Australian Institute of Medical Sciences Annual Conference, Melbourne, 16 September 2001.


Conference Discussants


Invited Lectures, Seminars, Presentations and Workshops


Itsiopoulos, C., ‘High Sensitivity C-Reactive Protein as a Marker of Vascular Inflammation in The Greek Migrant Paradox’, The University of Melbourne, Department of Medicine, St Vincent’s Hospital Research Seminar, Melbourne, October 2001.


**Editorships (Books and Journals)**


External Board and Committee Memberships


Brigden, C., Executive Committee Member, Association of Industrial Relations Academics of Australia and New Zealand, 2001.


Kimber, D., Member, Renaissance Earth Development Group, 2001.

Kimber, D., Member, Australian Corporate Citizenship Alliance – Melbourne Committee, 2001.

Kimber, D., Member, Triple Bottom Line Victoria Planning Group, 2001.

Kimber, D., Member, Shareholders Forum Planning Group, 2001.

Kimber, D., Member, Education Foundation Forum Planning Group, 2001.


Moore, S., Director and Vice President, Carers Australia, 2001.

Moore, S., Board Member, Association of Victorian Women and Childrens Health Care Network, 2001.

Oliver, G., Membership Councillor (Honorary), Credit Union Services Australia Ltd., 2001.

Oliver, G., National Director for Victoria (Honorary), Australasian Institute of Credit Union Directors Ltd., 2001.

Oliver, G., Regional Vice President for Victoria (Honorary), Australasian Institute of Credit Union Directors Ltd., 2001.

Oliver, G., Chairman (Honorary), Melbourne Chapter of Credit Unions Association, 2001.

Stokes, D., Member, Health Issues and Professional Conduct Group, Australian Psychological Society, 2001.


Stokes, D., Member, Human Research and Ethics Committee, Austin and Repatriation Medical Centre, 2001.

Woodruff, I., Organising Committee Member, 13th National Casemix Conference, 2001.

Woodruff, I., Steering Committee Member, Health Care Quality and Funding Conference, 2001.
Woodruff, I., Research Project Steering Committee Member, Sheffield University - Latrobe University - Commonwealth Department of Health, Therapy Outcome Measures, 2001.

Woodruff, I., Steering Committee Member, Australian Allied Health Service Weights Project, 2001.


**Appointments**


Moore, S., Appointed - Entered into the Victorian Women’s Hall of Fame, for services to the field of health care, 2001.

Zhao, F., Appointed - Visiting Professor, Faculty of Business, Qingdao University, China, October 2001.

**Working Papers**


Research Reports

Balding, C.M., Reporting to the Community on Quality of Care, VHA Report, No. 174, March 2001.


Print


Grants and Research Funding (Internal)


Grants and Research Funding (External)

Itsioopoulos C., and Woodruff I., National Allied Health Service Weights Project, Commonwealth Department of Health and Aged Care, April 2001 to December 2003, $480,000.

Woodruff, I., Research Consultancy - Performance Indicators Development, Samoa Ministry of Health, November - December 2001, $39,000.


Woodruff, I., Phase 2, National Allied Health Research Secretariat, 2001, $150,000.

Woodruff, I., Health Services Management Development (jointly with RMIT International and Latrobe University School of Public Health), China Municipal Health Bureau, 2001, $350,000.

Woodruff, I., Stokes, D., and Itsioopoulos, C., Research Training Program (with RMIT International and Faculty of Life Sciences), Indonesia Health Services Management, July - December 2001, $50,000.


Other, not previously specified


Itsioopoulos C., ‘Diabetes and Cardiovascular Disease: The Greek Migrant Paradox’, Melbourne University, PhD, (in progress).


Kimber, D., Editor, Values in Management and Leadership – Business and Society, Monthly E-mail Newsletter, 2001.


Woodruff, I., ‘Allied Health Management Systems for Australia’s Acute Hospitals’, La Trobe University, Melbourne, PhD, (in progress).


Research Students

Maurice Abi-Raad, DBA: Untitled (in progress).


Catherine Balding, PhD: The Implementation of Quality Improvement (QI) Programs in Public Hospitals.


Jennifer Bishop, Master by Research: An Analysis of the Major Causes and Effects of Stress at Work in Downsized Organisations in Australia.

Lionel Boxer, PhD: Deliberation by Senior Managers of Triple Bottom Line Issues.

Neville Boyd, DBA: Risk Management - Design Implications for the Education Sector.


Phillip Buckle, PhD: The Concept of Community in Emergency Management.


Derek Cafferty, DBA: Does Australian Frontline Management Training Meet the Needs of Australia’s Managers and Industry?

Marie Theresa Caine, Master by Research: Development and Implementation of Clinical Risk Management System in Rural Section.

Rohan Carr, DBA: Executive Retention: Exploration of the Factors and Circumstances Motivating Australian Executive Employees to Remain With an Employer, and the Extent to Which These Factors Differ According to Stages of Career.

John Chelliah, PhD: Unfair Dismissals Under the Workplace Relations Act.


Suzette Corr, DBA: Organisational Health for this Millennium.

Elizabeth Dimitriadis, Master by Research: Cultural Diversity in Management - A Study of Australian-Greek Managers.

William Dimovski, DBA: The Underpricing of Initial Public Offerings in Australia.

Meredith Doig, PhD: The Nature of Organisational Sustainability.

Catherine Doney, PhD: Organisational Development in Australia: What Works Best?


Colin Dunn, Master by Research: Research into Entrepreneurship in Particular Research into the Key Determinants of Entrepreneurial Thinking and Acting Using an Executive Case Study Approach.


Harry Con Foo, DBA: An Examination of SMB Re-sellers in the Australian and New Zealand PC Markets.

Donald Fraser, DBA: Australian Company Directors and Information Technology: Current Attitudes and Approaches to Board Decision-making and Oversight for IT investments.

Michael Funke, Master by Research: Tacit Knowledge Creation, Exchange and Sustainability Between Geographically Dispersed Virtual Communities of Practice (COP) Within and Between Organisations.

Carol Gill, PhD: Rhetoric and Reality in Workforce Management.

Paul Gooden, DBA: The Boundary-less Organisation: Post Modern Myth or the Latest Wave of Cultural Change at the General Electric Company?


Tiffany Gray, PhD: When Does Learning Occur?

John Guest, PhD: A Study of TAFE Post Merger Change and Integration.


Tricia Hiley, PhD: Career Transitions and Professional Development: The Experience of Organisational Consultants Operating on Their Own.

Helen Hughes, Master by Research: An Exploratory Study of the Earlier Career Choices Made by Nurses.

Dr. Peter Hughes, DBA: The Role of Culture Within Strategic Alliance Management: Views from Inside to Influence Behaviours of the Future. Completed 19 December 2001.

Paul Hunter, DBA: Corporate Revitalisation: A Strategic Business Model of Innovation and Growth.

Coral Ingley, PhD: Corporate Governance: The Strategic Role of the Board and its Involvement in Leading Corporate Direction.


Janice Kelly, Master by Research: untitled (in progress).

Cheong Koo, DBA: Re-engineering the R&D Process in Subsidiaries of Multinational Corporations.


John Kyriakidis, DBA: Delivery Interactive Distance Education Training Programs for Ford Motor Company: The Perceptions of Master Training Co-ordinators.

Jennifer Lehmann, PhD: Managing Organisational Change in Rural Social and Community Services.


Robyn Lines, PhD: Teaching Innovation in the Managerialised University.

Julian Lippi, PhD: Nature of the Mentoring Relationship.
Louise Mahler, PhD: An Integrated Theory and Practice for Voice Development Applied to Corporate Leadership in Australia.

Diana Maldonado Rey, Master by Research: Knowledge Development Between Universities and Industries.

Jacqueline McCann, DBA: An Investigation of the Barriers to uptake of new technologies by Australian SMEs.

Bernadette McNicholas, Master by Research: Corporate Arts Sponsorship Relationships.

Jurgis Meiliunas, DBA: untitled (in progress).

Terry Miles, DBA: Interpreting the Relationship Between Strategy Implementation and Employee Commitment to Strategy.

Robert Minty, DBA: untitled (in progress).

Errol Muir, PhD: Rater Approaches to Performance Appraisals: A Field Study Using Personal Construct Psychology.

Peter Muir, PhD: Framing the Approach.

Christine Murphy, DBA: A Study into Non-profit Boards to Understand How They Reconcile their Organisation’s Mission with the Delivery of for Profit Competitive Contracts: An Australian Context.

Murali Neelamegam, Master by Research: Transforming Organisations with Wisdom Leadership.


Claire Noone, DBA: Effective Compliance: A Study of Regulatory Compliance Programs in Australia.

SuSu Nousala, Master by Research: Tacit Knowledge Creation, Exchange and Sustainability Between Geographically Dispersed Virtual Communities of Practice (COP) Within and Between Organisations.

Garry Oliver, Master by Research: Professional Development and Education of Credit Union Directors: A Competency Approach.

Fiona Oliver, Master by Research: A Learning Organisation Perspective of Selected Australian Public Sector Research Institutions.

Mark Pickering, DBA: Maintaining and/or Improving an Organisation’s Competitive Position through the use of ‘Human Capital’ Measures.

Jan Priest, DBA: Managing Investments in Information Systems.

Mary-Lou Raybould, DBA: Professional Development Profile of Project Managers.
Ian Randall, DBA: untitled (in progress).

Tessy Reyes, PhD: Making Cross-cultural Management a Reality - The Australian Experience.

Anne Rieusset-Frazer, Master by Research: The Conceptualisation of ‘Craft’ in the Contemporary Australian Furniture Industry.

George Robinson, DBA: Call Centres in Australia.


Cedric Saldanha, PhD: Diagnostic Analysis of Public Sector Organizations in Developing Countries.


Warren Sewell - Staples, Master by Research: An International Comparison of Access to Services in the Call Centre Industry for the Hearing Impaired.

Geoffrey Sharrock, PhD: Leadership and Change in an Australian University.


Aymen Shrebati, DBA: Customer Orientation from a Frontline Employee Perspective.


Lyn Stavretis, PhD: A Study of Performance Management Practices Being Used for Academic Staff in Australian University Schools of Management.

Michael Stevenson, DBA: untitled (in progress).

Frank Tait, DBA: Individuals Perceptions of Work Related (or Professional) Intellectual Capital in the Victorian Finance Industry.

Colleen Tenni, Master by Research: The Experience of Being a Senior Woman Manager in the Health Care Sector.

Marlar Thein Han, Master by Research: Business Strategies of Joint Ventures in Thailand.

Geoffrey Thomas, Master by Research: The Impact of Change and Leadership on Organisational Health.

Gregory Trainor, DBA: Creating Value for the Utility Customer of the Future.

Peter Turner, DBA: General Surgical Workforce Planning for Rural and Remote Victoria: Patient or Practitioner Focussed?

Miriam Weisz, DBA: The Added Value of a Co-operative Education Program.

Richard Worth, PhD: The Closer Economic Relationship Between Australia and New Zealand - Trick or Treaty?


Paul Woodhouse, DBA: Private Sector Provision of Public Hospital Services in Victoria.


Benny Chun Yip Yuen, Master by Research: Why is the Female Participation Rate in the Australian IT Industry so Low?
Over the previous 12 months the School of Marketing has been active in fostering an active, applied, strategic and collaborative inter-disciplinary research culture. In November 2001, Kosmas Smyrnios was appointed as Professor and Director of Research, Associate Professor Booi Kam transferred across from the TRC, and Dr Anthony Lowe was appointed to the position of Program Leader (Postgraduate) - Marketing.

During this period a research colloquium series for academic staff was established, and ongoing research methods training workshops for all academic staff are underway. Currently, the School is in the process of identifying research strengths and defining research foci and activities on which to concentrate. Current research areas of concentration include: consumer behaviour in e-business contexts and service organizations; profile and success characteristics of family businesses; business ethics; and cross-cultural and international marketing of food. A potential international collaboration with the International Family Enterprise Research Academy is presently under discussion, demonstrating a significant level of international recognition in this area.

The School’s research inputs and outputs are emerging. Associate Professor Rhett Walker was awarded an ARC (Discovery) grant for 2002. As well, the School has attracted significant collaborative, industry-based research funds this year. Scholarly journal outputs have increased substantially, and a number of academics have presented papers at national and international conferences.
Text and Other Reference Books


B1- Book Chapters in a Research Publication (DEST Approved)


Text and Other Reference Books Chapters


C1- Research Articles in a Refereed Journal (DEST Approved)


Other Articles in Professional and Academic Journals


**E1- Refereed Conference Publications**

Adams, S., and Deans, K., ‘Inter-Study Comparisons of Small Business Internet Use in Australia and New Zealand’ *Proceedings of AusWeb01: The 7th www Conference, Lismore, New South Wales, April 2001*.


**Other Conference Papers and Presentations**


Conference Discussants


Invited Lectures, Seminars, Presentations and Workshops


**Editorships (Books and Journals)**


**External Board and Committee Memberships**

Barrett, M., Member, Murray Valley Citrus Marketing Board, 1999-2002.

Barrett, M., Member, Industry Steering Committee, FreshChain e-Commerce Internet Portal of Melbourne Marketing Authority, 2001.


Christopherson, G.J., Education Sub Committee Chair, Chartered Institute of Transport in Australia (Victorian Section), 2001.

Christopherson, G.J., Member Steering Committee and Chair Education and Training Working Group, Commonwealth Department of Transport and Regional Services, Freight Transport Logistics Industry Action Agenda, 2001.


Daniele, R., President and Board Member, IFITT Australia Inc. (International Federation for Information Technology and Tourism), 2001.

Foster, D.J., Member, Tourism Accreditation Board of Victoria, 2001.


Foster, D.J., Member, VECCI Hospitality, Tourism and Leisure Committee, 2001.


Kam, B.H., Committee Member, Victorian Property Statistics Group, 2001.

Odgers, J., Community Member, City of Moonee Valley City Development and Economic Development Consultative Committee, 2001.

Research Reports


Working Papers


Media Reports (Radio, Television and Print)

Radio


**Television**


**Print**


Stavros C., in Marino, M., ‘How the Hip Strip and Style Icons are Changing the Face of Shoppingtown’, Sunday Age, 1 July 2001, p. 3.


**World Wide Web Publications (Expert Commentary)**


**Research Awards**


**Grants and Research Funding (Internal)**

Grants and Research Funding (External)


Other, not previously specified


Research Students

Michael Baron, PhD: Integrated Advertising Communications: Informal Content Analysis of Business Communication in Australia.


Kevin Burgess, PhD: A Cross-cultural Comparison of Three Logistics Supply Chains (Australia Post, BHP Transport and QLD Rail).


Garry Dick, Master by Research: Benchmarking Theme Park Development in Cultural/Heritage Tourism.

Larry Green, Master by Research: Market Orientation and Internet Usage in the Real Estate Industry.

Bruce Heaney, Master by Research: Relationship Marketing: Developing and Implementing Strategies in Professional Service Firms.


Kenneth Hunt, Master by Research: An Assessment of Whether the Use of Competitive Intelligence Adds Value to an Organisation.

Christina Inbakaran, Master by Research: Tourism Planning and Community Consultation.


Kerrie Mann, Master by Research: Quality of Nature Based Tourism In The Home to Port Campbell Region: A Stake Holder Perspective.

Adrian Murray, Master by Research: The Nature of Competition for Port Services.

Caryl Oliver, Master by Research: Tracking the Purchasing Patterns of the Unstructured Inbound Tourist.

Kathryn Robson, Master by Research: Barriers to Complaint - The Silent Majority.

Matthew Vine, Master by Research: Success Factors in Developing New Online Services.

Trevor White, Master by Research: A Comparative Study of the Management Practises of the Private Sector and the University Sector of Place and People in the Delivery of Non-academic Services to Students in Higher Education.

Bradley Wilson, PhD: An Investigation into Three Consumer Constructs: Explaining the Nature of Relations Influencing Brand Relationship Quality.
The Transport Research Centre (TRC) at RMIT University is a multi-disciplinary research centre specialising in transport, land-use and environmental studies. The Centre was established in 1991 at the University of Melbourne and relocated to RMIT University in July 1995.

Under the ambit of RMIT University, the TRC has embarked on a progressive path of engaging in real-world research, which befits the RMIT philosophy of directing research to the needs of business, industry and the community.

The type of research and consultancy projects the TRC has undertaken in the past three years span the very basic tasks of asset inventory to the highly sophisticated routing and modelling of urban activities for a range of clients in both government and industry. Central to its activities is the Victorian Activity and Travel Survey, more popularly known as VATS.

VATS is a comprehensive survey of the daily travel and activities undertaken by Melbourne households. The survey has been conducted since 1994 and underpins much of the research and consulting work undertaken by the Centre. VATS provides compatible time series information on the travel habits of some 58,000 Melbourne households. This information is used to assist transport planning and urban development activities in Melbourne. VATS is available in several forms including LGA Data Packs and a CD-ROM, summarising travel and activities in Melbourne.

The TRC currently has the equivalent of 6 full-time staff, with fields of specialisation ranging from transport planning and policy analysis, urban and regional planning, survey research, statistical data analysis, systems modelling, geographical information system applications, and environmental management. Apart from having extensive publication records and significant conference presentations, both nationally and internationally, several of the staff possess substantial project management skills and industry and consulting experience with government and international organisations.

As part of RMIT Business, the TRC provides post-graduate research supervision for masters and doctoral studies. In addition, it also conducts issue-specific workshops, professional seminars and specialised training courses for business organisations, government departments and the general public.
C1- Research Articles in a Refereed Journal (DEST Approved)


Other Articles in Professional and Academic Journals


E1 - Refereed Conference Publications


Other Conference Papers and Presentations


Invited Lectures, Seminars, Presentations and Workshops


Turnbull, G.L., ‘Sydney is not Melbourne and Melbourne is not Sydney: The Influence of a Queenslander and the Retention of Melbourne’s Trams’, Chartered Institute of Transport and Logistics (NSW Section) – Breakfast Meeting, Hilton Hotel, Pitt Street Sydney, October 2001.


Working Papers


Research Reports

ARRB Transport Research and the Transport Research Centre, ACT Travel and Activity Data Scoping: Phase 3 Report, Final report for the ACT Department of Planning and Land Management, Melbourne, June 2001.


Kam, B.H., Khoo, M., and Goh, T., Car Travel in Melbourne, Report for the Victorian Department of Infrastructure, Melbourne, August 2001.


Khoo, M., Kam, B.H., and Procko, J., VATS Fundamental Variables: A Six Year Comparison, Re-
port for the Victorian Department of Infrastructure, Melbourne, May 2001.


External Board and Committee Memberships

Kam, B.H., Committee Member, Victorian Property Statistics Group, 2001.

Media Reports (Radio and Print)

Radio


Print


Grants and Research Funding (Internal)


Grants and Research Funding (External)


Kayak, O., ‘Nillumbik Transportation Strategy’, City of Nillumbik, 2001, $47,000.

Transport Research Centre, ‘Victorian Activity and Transport Survey (VATS)’, Department of Infrastructure, 2001, $525,000.


Wang, F., ‘Car Sharing Project - Preliminary Study’, Department of Infrastructure, 2001, $10,000.

Research Students

Paul Dojcsak, Master by Research: Urban Rail Scheduling and Recovery.

Tony Hingston, PhD: Is Simplified Data Animation a Useful Adjunct to the Presentation of Visual Explanations of High Volume Quantitative Data.

Horst Kayak, Master by Research: Developing Activity Generators and Indices for Precincts.


Magdalen Khoo, PhD: Residential Market Cycle: A Structural Perspective.

Charles Lau, PhD: The Dynamics of Land-use Transport Interaction - A Case Study of Melbourne.


Carlos Rodriguez, PhD: Futures: Relationships Between Land Use, Travel and the Environment.

The Centre for Management Quality Research was officially established at RMIT University by Council on the 29th of June 1998 under founding Director Professor John Dalrymple. In January 2001 the Centre moved to RMIT Business.

The Centre’s focus on Organisational Performance Measurement, Improvement and Quality supports RMIT University’s commitment to applied and interdisciplinary research programs. This is done through taking the systemic view of the organisation as typified by the Business Excellence Models and frameworks developed in Australia and internationally.

Areas of Research Expertise within the Centre include:

- Small and Medium Enterprises and Entrepreneurship
- The Industrial Research and Development Function
- Higher Education
- Triple Bottom Line
- Small Horticultural Enterprises
- Partnerships between Unlike Organisations
- Local Government and Best Value
- Tourism and Leisure
- The Call Centre Industry
- Organisational/corporate social responsibility
- Healthcare
- Quality Management Theory

Active Researchers associated with the Centre include Prof. John Dalrymple, Gitachari Srikanthan, Adjunct Prof. Peter Harvey, Warren Staples, Assoc. Prof. David Foster, Dr. Fang Zhao, Peter Bryar, Lionel Boxer, Adjunct Prof. Kevin Foley, Adjunct Prof. Lindsay Heywood, Cathy Baiding, Sunny Ramsurran and Rob Nabben. International Visiting Scholars to the Centre have included Dr Martin Spring, Dr Eileen Drew and Graham Dwyer.

In 2001 Prof. John Dalrymple presented at a number of national and international conferences in the field of quality management. In acknowledgement of his achievements Prof. Dalrymple recently received a research award for producing the most DEST recognised conference publications within RMIT. In total Prof. Dalrymple produced 4 sole authored refereed conference publications and 6 co-authored refereed conference publications from conferences of international significance.
C1- Research Articles in a Refereed Journal (DEST Approved)


E1- Refereed Conference Publications


**Other Conference Papers and Presentations**


**Research Reports**


**Research Awards**


