



## April 2008

### Research Coordinator's Keynotes

#### Foreword to the Research Newsletter

Welcome to the first issue of Research News for 2008. There have been many changes in the School since the publication of our last issue in December 2007. The School welcomed Professor Andy Smith as the new Head of School in March (see Andy's research profile in this issue). Professor Garry Carnegie's nine-month tenure as Acting Research Coordinator has now concluded and I have resumed this role. Dr Lorene Gottschalk's service as Deputy Research Coordinator has now concluded and Associate Professor Mike Willis has assumed this responsibility. I would like to take this opportunity to thank Garry and Lorene for their invaluable leadership. Finally, we are losing the services of Leona Pike who has taken up a new position in the school, that of Team Leader (Operations), and so we have commenced the process of finding a new research administrator. Leona is a tremendous asset to the school and her work in the research portfolio has been exemplary. On behalf of the school I would like to acknowledge Leona's contribution in this area and wish her every success in her new career move.

As can be seen in this newsletter, the school has seen some wonderful achievements in the past three months. There have been numerous publications in the school, including three refereed books and especial congratulations go to Drs Ravi Nayak, Bernard O'Meara, and Glenice Wood for their publishing achievements. Nadine Zacharias and Patrick O'Leary have just received confirmation that they have been awarded the degrees of Doctor of Philosophy - congratulations Nadine and Patrick! Shen Gensheng and Uma Jogulu have submitted their dissertations and are currently under examination. Donna Kunz, Carlos Menezes, and Jonathan Langton have commenced PhDs. Ameeta Jain successfully completed her Confirmation of PhD Candidature. Uma Jogulu and Nadine Zacharias have both received UB Publication Awards.

Along with Professor Andy Smith, the school has seen nine new staff members join the school - two are profiled.

Associate Professor Ian Clark  
 Research, Higher Degrees and Ethics Coordinator

#### *Inside this issue:*

Research Coordinator's  
 Keynotes 1

2007/2008 Publications 2

Upcoming Seminar Series 3

Abstracts from Seminar  
 Series 4

HDR Student News 5-7

Other News 7-10

CECC News 11

CRIC News  
 Conferences & Seminars 12

Procedures from the Research  
 Office & Contact Information 13



## 2007/2008 Publications

Since our December 2007 issue, staff and HDR students have advised the following publications. Congratulations are extended to the authors.

### Refereed Books

- ⇐ **Nayak, R., (2007)**, '*Creating business value from corporate sustainable development*', (VDM Verlag Dr Muller), Germany
- ⇐ **O'Meara, B. & \*Petzall, S., (2007)**, '*Recruitment and selection of Vice-Chancellors for Australian universities*', (VURRN), Ballarat
- ⇐ **Wood, G., (2007)**, '*Sixteen Australian managers ten years on: Rhetoric and realities*', (Heidelberg Press), Melbourne

### Refereed Book Chapters

- ⇐ **Courvisanos, J., (2007)**, 'Stanhope', *Towns in time 2001 – Analysis: Incorporating the study of small towns in Victoria revisited* pp. 103-20, Victorian Government Department of Sustainability and Environment, Melbourne

### Refereed Journal Articles

- ⇐ **Courvisanos, J., (2007)**, 'The ontology of innovation: Human agency in the pursuit of novelty', *History of Economics Review*, 45, pp. 41-59
- ⇐ **O'Meara, B. & \*Petzall, S., (2007)**, 'The social characteristics and demographics of Australian Vice-Chancellors, 1960-2000', *Journal of Education Administration*, 45 (5), pp. 621-634
- ⇐ **McRae-Williams, P., Lowe, J. & \*Taylor, P., (2007)**, 'The influence of industrial clusters and place on innovation and entrepreneurial behaviour', *International Journal of Entrepreneurship and Innovation*, 8 (3), pp. 165-174
- ⇐ **\*Taylor, P., McRae-Williams, P. & Lowe, J., (2007)**, 'The determinants of cluster activities in the Australian wine and tourism industries', *Tourism Economics*, 13 (4), pp. 639-656
- ⇐ **Tian, F. & Lowe, J., (2007)**, 'The influence of national and organizational culture on absorptive capacity of Chinese companies', *The International Journal of Knowledge, Culture & Change Management*, 7, pp. 1-8
- ⇐ **Cahir, D., & Clark, I., (2008)**, 'Why should they pay money to the Queen?': Aboriginal Miners and Land Claims, *Journal of Australian Colonial History*, 10: (1), pp. 115-128

- ⇐ **Pansiri, J., (2008)**, 'The effects of characteristics of partners on strategic alliance performance in the SME dominated travel sector', *Tourism Management*, 29 (1), pp. 101-115
- ⇐ **Willis, Mike, (2008)**, 'Reaching out to the west: Assessment of Chinese students' views', *Journal of Teaching in International Business*, 19, (3), pp. forthcoming

### Refereed Conference Papers

- ⇐ **Courvisanos, J., (2007)**, 'Political aspects of innovation', 6<sup>th</sup> Australian Society of Heterodox Economists, 10-11 December 2007, Sydney, Australia
- ⇐ **Errey, R., (2007)**, 'Lifting student engagement in marketing classes', ANZMAC 2007, 3-5 December, 2007, Dunedin, New Zealand
- ⇐ **Kostanski, L. & Clark, I., (2007)**, 'Dual naming: Recognising landscape identities within the constraints of government and research guidelines', Indigenous Knowledges Conference Reconciling Academics Priorities with Indigenous Realities, 22-25 June 2005, Wellington, New Zealand
- ⇐ **Langton, J.I., (2007)**, 'Motives, money and microfinance – Are we too reliant on subsidies?', 14<sup>th</sup> Annual Global Finance Conference (GFC), 1-4 April, 2007, Melbourne, Australia
- ⇐ **Langton, J.I., (2007)**, 'Motives, money and microfinance - Are we measuring the right subsidy variable', 2007 AFAANZ Conference, 1-3 July 2007, Gold Coast, Queensland, Australia
- ⇐ **Tuck, J., (2007)**, 'Stakeholder priorities v industry perception: Reputations and relationships in the Australian Mining Industry', 11th International Conference on Corporate Reputation, Brand, Identity and Competitiveness, 31 May-3 June 2007, Oslo, Norway
- ⇐ **West, B. & Carnegie, G., (2007)**, 'Accounting's chaotic margins: Financial reporting of the library collections of Australia's public universities', 2007 AFAANZ Conference, 1-3 July 2007, Gold Coast, Queensland, Australia

\*Authors not from the School of Business.



## Updated SoB Seminar Series 2008 Wednesday's 1.30pm

Date	Presenter	Title	Room
Wednesday 5 Mar 2008	Mr Robert Errey	Student engagement in marketing classes	B014
Wednesday 2 April 2008	Professor Andrew Smith	To have and to hold: the impact of human resource management on skill utilisation and retention	B014
Wednesday 9 April 2008	Mr Ian Knox	International e-learning	B014
Wednesday 16 April 2008	Mr Patrick O'Leary	Industrial relations and employers in the meat processing industry	B014
Wednesday 23 April 2008	Dr Mary Hollick	Learning on holiday: Understanding the meandering tourist as an intelligent forager	B014
Wednesday 14 May 2008	Ms Ana Alexandra Caria Pereira of the University of Minho Braga Portugal	Analysis of the first voluntary adopters of IASB accounting standards in Portugal: The cases of Jerónimo Martins and Sonae Sierra	B014
Wednesday 21 May 2008	Professor Soekartawi	TBA	B014
Wednesday 28 May 2008	Professor Garry Carnegie	The historical development of accounting regulation, education and literature in Australia	B014
Wednesday 11 June 2008	Dr Ravi Nayak	Renewable nano power generation to beat coal power monsters	B014
Wednesday 23 July 2008	Associate Professor Jerry Courvisanos	TBA	B014
Wednesday 6 Aug 2008	Professor Julian Lowe and Ms Lili Pi	TBA	B014
Wednesday 20 Aug 2008	Associate Professor Mike Willis	Garbage in - garbage out - 2008 problems and issues researching traditional and international cultural values in China: Researcher beware	B906
Wednesday 3 Sept 2008	Mr Jonathan Langton	Motives, money and microfinance - Are we too reliant on subsidies?	B014
Wednesday 17 Sept 2008	Dr Lorene Gottschalk	The sessional teacher at UB	B014
Wednesday 8 Oct 2008	Dr Patrice Braun	TBA	B906
Wednesday 22 Oct 2008	Ms Helen Thompson	Interoperative GIS: A regional model for sharing and maintaining environmental and social data	B014

## Seminar Series – Abstracts of completed presentations

Recent presentations were:

**Mr Robert Errey**

### **'Lifting student engagement in marketing classes' presented on 05 March 2008**

High levels of student engagement have been linked with better student learning outcomes, such as the quality of their output. With marketing students accounting for a high percentage of business school undergraduates, it is important that the level of engagement is determined and drivers of engagement identified. Marketing has traditionally been delivered in a teacher-centric model, as opposed to a student-centric model which better encourages independent learning. Important aspects of the latter model are interactivity, active and collaborative learning, and enriching educational experiences. The author conducted focus groups with business students, and preliminary findings reveal that the instructor's approach and the nature of the assignments do affect student engagement. A preliminary model of student engagement is proposed which will be tested in the quantitative research phase.

**Professor Andy Smith**

### **'To have and to hold: the impact of human resource management on skill utilisation and retention' presented on 02 April 2008**

Much research has been carried out on the supply of skills through the national VET system to industry. This research has often focused on the factors which affect the development and formation of skills within organisations (see for instance Warhurst et al, 2004). But, however effectively skills are developed by the training system or within industry, organisations will not be able to reap the benefits unless they can utilise and retain the skills which they develop and acquire. Little work has been carried out on the factors that influence the use and retention of

skills. This paper examines the ways in which adopting human resource management and high performance work systems can help organisations to better utilise and retain skills. The paper is based on a recently completed research project which a mix of expert interviews, survey and case study method.

The research addressed four research questions of particular interest:

1. What industries (and organisations within) have the most success in utilising skills and retaining staff?
2. Does the adoption of sophisticated management techniques, such as human resource management and high performance work systems, help industries and enterprises to recruit and develop, and particularly to utilise and retain skilled staff; and, if so, through what mechanisms does this improvement occur and how can any improvements be measured?
3. Are there general lessons that all industries and organisations can share in the better utilisation and retention of skills?
4. What specific measures assist in retraining and retaining existing workers?

### **Visiting the SoB in May 2008**

We look forward to the visit of:

**Ms Ana Alexandra Caria Pereira** from the Department of Economics and Management, University of Minho, Portugal

**Seminar:** 14 May 2008 – 'Analysis of the first voluntary adopters of IASB accounting standards in Portugal: The cases of Jerónimo Martins and Sonae Sierra'

**Prof. Dr. Soekartawi** from Brawijaya University, Indonesia

**Seminar:** 21 May 2008 - TBA

## Higher Degree by Research (HDR) Student News

### PhD Success

#### Dr Nadine Zacharias

We extend our congratulations to Nadine Zacharias on achieving her PhD.

**Principal Supervisor:** Dr Lorene Gottschalk

**Associate Supervisor:** Dr Glen Wood

#### **'Work/life balance through a critical 'gender lens': A cross-country comparison of parental leave provisions and their take-up in Australia and Sweden'**

##### Abstract

Work/life balance researchers have documented the low take-up rates of corporate work/life balance policies at the same time as there are reports of persistent work/life pressures. This research aimed to provide more comprehensive explanations of the phenomenon of low policy take-up than those currently available in the work/life balance literature which focus on organisational and individual factors.

The research project is based on a critical review of the work/life balance literature which focuses on organisational solutions and starts from the assumption that the organisational approach to researching and addressing work/life conflicts is inherently limited, mainly because it does not theorise gender as a social structure and does not take into consideration the social and political context in which work/life arrangements are negotiated but focuses, instead, on individual employees and organisations. I integrated my critical review of the organisational work/life balance literature with concepts in the feminist literature, most importantly the gendered public/private divide, to create an explicit 'gender lens' which guides the interpretations of my findings. I applied this gender lens to Habermas' model of societal evolution to operationalise it as an analytical tool for this research.

From this theoretical basis, I designed a comparative research project, using Australia and Sweden as country case studies, which compares the approaches to work/life balance in the two countries. The focus of the analysis is on parental leave as one important example of work/life balance policies. The data for this research includes the parental leave legislation, public documents released by government and associated bodies as well as national surveys on the take-up of parental leave

provisions in both countries. This material is analysed in the light of the conceptual framework.

The key contribution of the study is the development of a conceptual framework which allows for an integrated analysis of organisations, government intervention and gendered norms, assumptions and beliefs. This conceptual approach offers alternative explanations of low policy take-up and persistent work/life conflicts by placing work/life arrangements into their social and political context in two different countries. The study demonstrates the strong influence of government intervention as well as the wider social norms and beliefs about appropriate gender roles on the take-up of work/life balance policies. I argue that in interaction with each other, and with workplace organisations, they determine the work/life options available to parents as well as the costs of taking up those options and, thus, the level of take-up of work/life balance policies.

In a social and political context where the liberal idea of the gendered public/private divide is taken for granted and policy solutions rely on traditional gender ideals and guard employer prerogative, such as Australia, work/life balance policies create limited and costly work/life options for parents which reinforce traditional gender arrangements. In this context, the take-up of work/life balance policies is relatively low because their benefit to parents is limited while they need to take over virtually all of the costs of policy use.

In contrast, in a social and political context in which policy interventions are based on gender egalitarian ideals which challenge the gendered public/private divide and buffer against employer prerogative, such as Sweden, parents have access to various work/life options and the costs of leave taking are shared between women, men, employers and the state. In such a context, the take-up of policies is relatively high and work/life balance is facilitated.

#### Dr Patrick O'Leary

We would like to extend our congratulations to Patrick O'Leary on achieving his PhD.

**PhD Topic:** 'Employers and industrial relations in the Australian Meat Processing Industry: An historical analysis'

**University:** University of New South Wales

**Principal Supervisor:** Assoc Prof Peter Sheldon

## Thesis Submissions

### Ms Uma Jogulu

Congratulations to Uma Jogulu for submitting her PhD thesis for examination on Friday 15<sup>th</sup> February, 2008. Uma has taken up a lecturing position in Deakin University, Burwood Campus, and we wish her well in her new academic endeavours. She has been a part of the School for over 4 years, firstly as an MBA student, and secondly as a PhD candidate. She has always contributed fully to the activities of the School and in recent years, has been tutoring and guest lecturing in some of our management subjects. In addition, she has published three papers and has a fourth under consideration at the moment. She will be very much missed within the School, and we wish her every success in her new role.

**PhD Topic:** 'Women and men in leadership: A cross-cultural study of managers in Malaysia and Australia'

**Principal Supervisor:** Dr Glen Wood

**Associate Supervisor:** Dr Lorene Gottschalk

### Mr Gensheng Shen

Congratulations to Gensheng Shen for submitting his PhD thesis for examination.

**PhD Topic:** 'The determinants of capital structure of Chinese listed companies between 1991 and 2000'

**Principal Supervisor:** Professor Julian Lowe

**Associate Supervisor:** Dr Steven McEachern

## New Research Students

We welcome three new research students:

### Ms Donna Kunz

**PhD Topic:** 'Investigation of factors associated with the unemployment and underemployment of adults with dyslexia'

**Principal Supervisor:** Dr Bernard O'Meara

**Associate Supervisors:** Dr Genee Marks and Dr Clem Barnett

### Mr Carlos Menezes

**PhD Topic:** 'Local government accounting in Portugal: From creativity to reliability'

**Principal Supervisor:** Professor Brian West

**Associate Supervisor:** Professor Garry Carnegie

### Mr Jonathan Langton

**PhD Topic:** 'Changing accountability regimes and non government development assistance entities: Implications for organizational and social functioning'

**Principal Supervisor:** Professor Garry Carnegie

**Associate Supervisor:** Professor Brian West

## HDR Confirmation

### Ms Ameeta Jain

Congratulations to Ameeta Jain, who recently successfully completed her Confirmation of Candidature.

**PhD Topic:** 'Government policy and business development: A case study of regional economic development of the City of Casey'

**Principal Supervisor:** Assoc Prof Jerry Courvisanos

**Associate Supervisor:** Dr Alex Millmow

## UB Publication Award

Congratulations go to Uma Jogulu and Nadine Zacharias on receiving UB Publication Awards.

## Student Engagement Research project:

Four members of the School, Robert Errey, Uma Jogulu, Rosemary Shaw and Glen Wood have been involved in the above research project. Focus groups were run with 22 students from the School of Business. Their views on University life were sought, and in particular their attitudes toward their courses, units, and assignments were explored. The aim of these focus groups was to examine the level of engagement of our students. Following this, an on-line survey was developed, and students across all disciplines were invited to participate. The results were most interesting and these were shared with the School at first Learning and Teaching Seminar on the 12 March.

## UB Research Conference 2007

Congratulations to Feng (Karen) Tian, who received a best oral presentation second place award at the UB Research Conference 2007.

## Visiting student Karin Roozen

Karin Roozen and Oswald Niels were two masters' students from the Faculty of Technology Management, Eindhoven University of Technology (EUT), The Netherlands who came to the School of Business to carry out field research on the Rural Law Online (RLO) website from 13 October 2006 until 4 February 2007. They shared office space in the Global Innovation Centre with all the other SoB HDR students and were involved in all the HDR activities during their stay.

This item informs the HDR students, the School, the University and the wider Ballarat community that Karin Roozen has recently graduated with her Masters degree.

**Title of thesis:** 'Trust and online information: The impact of a lack of trust on use of online legal information in rural Victoria, Australia' Master's Thesis in the Technology and Policy for Advanced Economies program, Technological Innovation Sciences, Faculty of Technology Management, EUT.

**Principal Supervisors:** Dr. U. Matzat (EUT), Dr. J. Courvisanos (CRIC, University of Ballarat, UB)

**Associate Supervisors:** Prof.dr. C.C.P. Snijders (EUT), Dr. P. Braun (CRIC, UB)

**Description:** Karin's thesis discusses the role of trust in the use of online information. In trust situations the trustor depends on the trustee to achieve a certain goal that is important to him/her, but there is a certain risk in doing so. To deal with the risk involved in using online information the trustor (the user) needs to place trust in the trustee, the person, organisation or company behind a website. A case study of this issue was conducted by Karin whilst based at UB. The study was on the RLO website, set up for the Victoria Law Foundation by CECC in January 2005 to provide plain-language legal information to people in rural areas in Victoria. From the factors identified in online communities, e-commerce and online health information websites, Karin examined the RLO website using a telephone survey, and testing hypotheses on trusting website information. These results were checked

against a set of legal websites worldwide to ascertain best practice.

**Dutch graduation system:** As is required in the Dutch higher research degree system, after Karin submitted her thesis she had to then defend her Master Thesis on 12 December 2007 in front of a panel of experts who read her thesis (and grilled her seriously), and in attendance in the public gallery were friends, colleagues and family. Graduation follows immediately after defence, if the candidate is successful. Karin was very successful and gained an excellent 8/10 grade in the Dutch system.

*Jerry Courvisanos has a copy of Karin's thesis if anyone is interested in having a look at it. Contact at [j.courvisanos@ballarat.edu.au](mailto:j.courvisanos@ballarat.edu.au)*

## Other News

### HERDC Publication Collection

The Department of Education, Employment and Workplace Relations (DEEWR, formerly DEST) HERDC Publication Collection is on again and happening now.

Anyone with a

- \* book,
- \* book chapter,
- \* refereed journal article or
- \* refereed conference publication

published in the 2007 calendar year is requested to provide evidence of that publication in hard copy to Leona Pike, Research Administrator.

Publications that contain a 2006 publication date AND were published after the submission date for the 2006 data collection (which was 30 June 2007) are also eligible to be considered.

The hard copy evidence and the entry of the details into ResearchMaster must be completed by 30 April 2008.

**Welcome to New Staff:****Professor Andrew Smith**

Head of School, Professor of Management

**Ms Elisa Backer**

Lecturer in Tourism

**Dr Frank (Chris) Chadien**

Lecturer in Law

**Miss Hayley Fleming**

Lecturer in Economics

**Dr Samantha Hettihewa**

Senior Lecturer in Finance

**Dr Abdul Moyeen**

Lecturer in Management

**Mr Jasvinder Sidhu**

Lecturer in Accounting

**Mr Patrick Thompson**

Lecturer in Accounting

**Associate Professor Philippa Wells**

Associate Professor of Law

**Associate Professor Mike Willis**

Associate Professor of Marketing

**Research Profile Professor Andrew Smith**

Andrew Smith is Professor of Human Resource Management and the Head, School of Business at the University of Ballarat. Andrew earned his MA at the University of Cambridge, United Kingdom; Post-graduate Certificate of Education Oxford; Master's of Business Administration at Aston Business School; and PhD at the University of Tasmania, Australia. Prior to the appointment at the University of Ballarat, Andrew was the Director of Research Development at Charles Sturt University; Head of School of Commerce at CSU from 1999 to 2002; General Manager, Research and Evaluation at the National Centre for Vocational Education Research and the Director of the Centre for Organisational Performance, Ethics and Leadership (OPEL) in the Faculty of Business at CSU. From 1994 to 1998 Andrew was the Foundation Director of the Group for Research in Employment and Training (GREAT) and is an international authority on employer training strategies and on human resource development. Andrew has led a number of projects in the area

of workplace training and organisational innovation and change including Industry Training Studies (for ANTA and the OTFE), New Management Practices and Enterprise Training (NCVER). He is currently researching the impact of high performance work systems and human resource management on skills retention and utilisation in Australian firms for the NCVER (The National Centre for Vocational Education Research is Australia's principal provider of vocational education and training (VET) research and statistics).

**Research Profile Dr Samantha Hettihewa**

Dr Samantha Hettihewa was recently appointed as a Senior Lecturer in the School of Business. Dr Hettihewa earned a B.Com (Honours) from the University of Peradeniya (formerly the University of Ceylon), Sri Lanka, Post Grad. Dip. in Statistics University of Sri Jayawardanapura (Sri Lanka) a MA and PhD from the University of New Hampshire, USA, and a Post Grad. Dip. in Applied Finance from SIA Australia. She is a senior fellow in FINSIA (the largest industry organisation in finance in the Australasian region), a Chartered Financial Analyst (CFA), and a Financial Planner Australia (FPA). Prior to her appointment at the University of Ballarat, she served as a Senior Lecturer in Finance at the University of Western Sydney, a Visiting Professor (Finance) at Lakehead University, Ontario, Canada and a Visiting Fellow at the University of Canterbury, NZ. She has published 26 peer-reviewed academic journal articles (including such leading journals as the Journal of Business Ethics and the Journal of International Business Studies). She has produced over 40 refereed conference papers in the areas of financial management, risk management, capital market integration, business ethics and applied macro economics. She has also authored textbooks and case studies in economics and finance published by Oxford University press, McGraw-Hill and Pearson Education. Her 2008 achievements include a large-scale consultancy with the Sri Lankan Securities Exchange Commission and the Chamber of Commerce Sri Lanka. Dr Hettihewa is interested in working with people with research interests in finance, small business management, business ethics and corporate governance.

### Dr Glen Wood

In 2006, Glen Wood commenced a follow-up research project to contact some of the people in her original PhD sample. In 1996, she had surveyed middle managers from 24 large Australian organisations and the results indicated that high levels of male managers (83%) and female managers (76%) aspired to senior management positions. Two follow up studies were conducted in 2004 and 2006 with a group of respondents who indicated their willingness to participate, and in the latter study it was possible to explore how many of this group had achieved a promotion to senior management, as well as the factors that assisted or hindered them in their career progress.

An in-depth interview was used to gather this data, and interviews were conducted in Sydney, Melbourne and Canberra. The results were extremely interesting, and a decision was made to use the data and publish it in a book. Glen met with Heidelberg Publishing in November, 2007, and they offered her a contract to publish the book. The book is available in print.

The ISBN details of the book are as follows:

1. Sixteen Australian Managers Ten Years On: Rhetoric and Realities (paperback format): 978-1-920889-26-5
2. Sixteen Australian Managers Ten Years On: Rhetoric and Realities (hardback format): 978-1-920889-27-2

### Dr Alex Millmow

Steve Kates (RMIT) and Alex Millmow (University of Ballarat), 'A little local difficulty': A classification struggle for the History of Economic Thought with relevance for economic historians'. Paper presented at a plenary session of the Asia-Pacific Economic and Business History Conference, 13 - 15 February 2008, Trinity College, University of Melbourne.

The paper documents the attempt in September 2007 by The Australian Bureau of Statistics (ABS) to eliminate the fields History of Economic Thought and Economic History from the Economics research classification, and to place them in a broad history category. The members of The History of Economic Thought Society of Australia (HETSA) formed a strong email network and lobbied universities to object to this change. The recently installed President of HETSA, Dr. Alex Millmow, played a significant role in identifying the major source in Canberra of this attempted change and organising (along with Steve Kates) the direct lobbying of the major

decision-makers in Canberra. As a result of their efforts, the ABS received a very substantial volume of feedback opposing the change and eventually relented.

Strong support opposing this move came domestically from: President, Economic Society of Australia; President, Economic History Society of Australia and New Zealand; President, History of Economic Thought Society of Australia; Chief Executive Officer, Universities Australia; Senior Staff, Productivity Commission; Australian Research Council Federation Fellows; Former Governor, Reserve Bank of Australia; Executive Director, Academy of the Social Sciences in Australia. Internationally, letters of support came from: President of the Royal Economic Society, UK; Chair of the Economics section of the British Academy; President of the (British) Economic History Society; President, North American History of Economics Society; President, Italian Association for the History of Political Economy; Board, Society for the History of Economic Thought, Japan; 28 Members, Greek Society for the History of Economic Thought. In addition countless number of academics, both here and overseas, wrote in support and worked through their universities to complain about the reclassification.

*This is an example of how direct action can work very effectively in a modern global world.*

### Assoc Prof Jerry Courvisanos - Dairy Innovation

Jerry Courvisanos presented a paper entitled "Political Aspects of Innovation (PAI), with application to the Australian Dairy Industry" to the 19<sup>th</sup> Annual Meeting on Socio-Economics, Society for the Advancement of Socio-Economics (SASE), Copenhagen Business School, International Center for Business and Politics, Frederiksberg, Denmark, 28-30 June, 2007. This PAI framework was applied to the NZ dairy innovation at the same conference by two academics from Auckland University of Technology (Stefan Kesting and Philippa Wells). Discussions on the PAI ensued by the three researchers and a revised framework (without dairy innovation) was presented by Jerry at the 6<sup>th</sup> Australian Society of Heterodox Economists Conference, University of New South Wales, Sydney, 10-11 December 2007 (submitted in January 2008 to *Research Policy*). Further research work is progressing on OZ and NZ dairy innovation.

*Jerry and Philippa (now at UB) are keen to discuss aspects of the dairy innovation with anyone who may have knowledge and experience in this field.*

## Associate Professor Mike Willis

"Two papers have been accepted since I arrived at Ballarat:

**Willis, M., (2008)**, 'An evaluation of reasons for sino foreign higher educational alliance failure: A lack of commitment' *Journal of Marketing for Higher Education*, forthcoming.

**Willis, M., (2008)**, 'Shopping east - shopping west - and evaluation of consumer behaviour in China and Hong Kong' *Journal of East West Business*, forthcoming.

A lead feature in Marketing Magazine (Australia) for February 2008 is on Doing Business with China and I wrote this under my Ballarat name back in November. It is due out in about a week.

Since my appointment, I have been asked to be on the editorial board of the US based Journal of Teaching International Business.

Since I arrived at UB on November 24, I have managed to complete 12 journal papers which have been submitted to a variety of offshore journals. I have not been this productive in many years (the word here is many), - and it is not due to me but the School's research policy which has (finally, after years of frustration elsewhere, I have to say) allowed me solid, guaranteed time.

Basically, the policy allows you to apply for research time which is then locked in over a twelve month period.

This means that you can plan a year's research in the full knowledge that you have this time available, guaranteed and committed to research.

The policy is indicative of the School's commitment to research and I am very excited by this because it will enable people like me to undertake a range of research projects and activities in a supportive and committed environment.

My research is based around China but I am also thrilled to be working with our staff here at UB to co author a range of articles and assist in a number of projects.

Research is like gold to me, and I applied a university which really does take it seriously.

Helen Song Turner in our marketing (academic) area has completed her first journal paper which has been submitted to the U.S. based Journal of Marketing in Higher Education. It is on plagiarism - issues and perceptions amongst a range of students including a variety of Asian students. Helen, who hails from Yantai in China, is embarking on her PhD and this paper will be followed by a second which is underway as I write this. Well done Helen great work!"

## Working Paper Series

This is a call for all staff and research students to submit papers to the School's Working Paper series which are featured on the School's Research website. All new staff are particularly encouraged to view this website page and submit papers.

The major aim of this online series is to publish research-in-progress being conducted by members of the School of Business for the purpose of encouraging a supportive and productive research culture. This series is designed to assist the authors to refine their ideas, methods and analysis through the widest possible dissemination of the papers. So if you have any research papers that are hanging around and not quite ready for publication submission, please submit them to Jerry Courvisanos.

Please submit papers to be reviewed and edited to ensure an acceptable academic standard is met in the presentation, analysis and referencing of the work. Titles and keywords will be provided on the working paper series listing. An abstract and Harvard style referencing is required with all submissions.

After the editorial process and necessary revisions, the papers will be placed on the research website in an archival format. For any further queries or seeking advice, please contact the editor of the series, Jerry Courvisanos.

## CeCC News

The Centre for eCommerce and Communications (CeCC) operates as a business unit of the School of Business. Through applied research, commercial activities and community engagement CeCC promotes innovation through the application of new technologies.

### Ballarat ICT Cluster Stage 3

CeCC and CRIC are continuing to support Stage 3 activities which include a program of selective assistance and interventions to foster ongoing development and increase the international participation and involvement of the organisations that comprise the Ballarat ICT Cluster. For further information visit [www.ballaratict.com.au](http://www.ballaratict.com.au).

### Ballarat District Division of General Practice

CeCC has been involved in a collaborative project between the Centre for Health Research and Practice and the Ballarat District Division of General Practice. CeCC provided technical infrastructure and consulting to create a support tool for GP's around the area of mental health. This innovative web-based service guides general practitioners through the process of treating patients with mental health problems, provides a comprehensive service directory and a rich repository of resources and links. The service was launched in December and can be accessed at [www.mentalhealth.bddgp.org.au](http://www.mentalhealth.bddgp.org.au).

### Corangamite Catchment Management Authority

In conjunction with the Geology Department at the University of Ballarat, CeCC has commenced development of an Interoperable GIS project. This project will create a flexible platform for the delivery of geographical information via the web and brings together experts from the University of Ballarat, Enoble Consulting and the Corangamite Catchment Management Authority. A dedicated server has been purchased and will provide the high-end processing power and space required for such a platform. More news will be provided as this project progresses.

### Fitzroy Legal Services

CeCC has assisted Fitzroy Legal Services in preparing an application for funding from the Legal Services Board Grant Program. If this application is successful CeCC will have an ongoing role in evaluating the impact of making the Victoria Law Handbook [www.lawhandbook.org.au](http://www.lawhandbook.org.au) content freely accessible online. During February 2008 the Activist Rights [www.activistrights.org.au](http://www.activistrights.org.au) and public and intranet services for Fitzroy Legal Services [www.fitzroy-legal.org.au](http://www.fitzroy-legal.org.au) were relaunched utilising the CeCC content management system.

### TAFE Directors Australia

CeCC has been engaged to support TAFE Directors Australia (TDA) in two areas. The first project involves the delivery of consultancy and technical services to support TDA in engaging with Members and other key stakeholders to identify strategic priorities for the period between 2008 and 2010. The second project is designed to enhance stakeholder engagement and improve knowledge exchange between TDA and its Members. It will broaden communication, information sharing and reporting through the establishment and ongoing of enhancement of specialised online services for TDA Members. This new facility will deliver services and functionality similar to a corporate intranet.

### 11th Australian Conference on Knowledge Management and Intelligent Decision Support

The University of Ballarat and Monash University will jointly host the ACKMIDS 2008 conference in Ballarat from the 8-10 December 2008. This conference will explore the issues emerging from the type of beneficial collaboration that can be derived from the exploitation of ICTs and knowledge management jointly. It will energise community managers, policy makers at all levels of government, and researchers with their current thinking about practice of knowledge management and community informatics. The conference seeks contributors from a wide range of backgrounds including academics, professional researchers as well as practitioners who represent both theoretical positions and practical applications. For further information including the Call for Papers please visit [www.ballarat.edu.au/ackmids](http://www.ballarat.edu.au/ackmids)

## Conference and Seminars

In the last quarter, eight staff and students have been funded to attend the following conferences:

- ⇐ **O'Connor, C.**, 'The use of the 'conversation' game to facilitate student group cohesion' presented at the 7<sup>th</sup> Annual Pacific Employment Relations Association, Caloundra, Queensland, (14-16 November 2007)
- ⇐ **Qin, J.**, 'Research contexts: A potential means of dissecting the diversity paradox' presented at the 13<sup>th</sup> Asia Pacific Management Conference, Caulfield, (18-20 November 2007)
- ⇐ **Thompson, H.**, 'Technology appropriation in the community sector: Enhancing information access for all' presented at the Community Informatics Workshop, Blending theory and practice in Community Informatics, Porto, Portugal, (26-28 November 2007)
- ⇐ **Errey, R.**, 'Lifting student engagement in marketing classes' presented at the ANZMAC 2007 Conference, Dunedin, New Zealand, (3-6 December 2007)
- ⇐ **Harman, J.**, 'Factors influencing successful collaboration: The case of dKnet' present at the 21<sup>st</sup> ANZAM Conference 2007: Managing our intellectual and social capital, Sydney Australia, (4-7 December 2007)
- ⇐ **Sudaryanto, Y.**, 'The study of factors influencing computer adoption in East Java on-farm agribusiness' presented at the 21<sup>st</sup> ANZAM Conference 2007, Sydney, Australia, (4-7 December 2007)
- ⇐ **Courvisanos, J.**, 'Political aspects of innovation' presented at the 6<sup>th</sup> Australian Society of Heterodox Economists Conference, Sydney, Australia, (10-11 December 2007)
- ⇐ **Millmow, A.**, 'Does academic economics opinion matter any more' presented at the 1<sup>st</sup> Annual Interdisciplinary Social Sciences Conference: Governing by Looking Back hosted by the Research School of Social Sciences, ANU, (12-14 December 2007)
- ⇐ **Hollick, M.**, Attended the Council for Australian University Tourism and Hospitality Education 2008, Gold Coast, Queensland (11-14 February 2008)

## CRIC News

CRIC has been actively involved in the supervision of Chinese postgraduate students undertaking PhD level research at UB.

**Gensheng Shen's** recently submitted PhD thesis examines the determinants of capital structure of Chinese listed companies between 1991 and 2000. His study applies financial, business strategy and corporate governance theories and uses the linear mixed models to the analysis of capital structure determinants in the Chinese transitioning economy. Shen's other research interests include the areas of banking and finance, financial markets, corporate finance and international business with reference to China.

**Lili Pi's** research investigates the high incidence of turnover of CEO's in Chinese listed companies. Since the establishment of stock markets in China in the early stage of 1990's, a large number of CEO's have been replaced. Compared to western countries, the CEO turnover rate of Chinese listed companies is much higher. Due to the prominence of listed companies in China and the negative impact of CEO turnover on organizations, CEO turnover of Chinese listed companies has sparked much interest from both academics and business. Lili is using a sample of 325 non-financial listed companies for a ten-year period in Chinese stock markets in her study. All the data are collected from the annual reports published by these companies. By using a logit regression model with panel data, the causes of CEO turnover in China will be explored.

**Feng (Karen) Tian's** research is a study of knowledge acquisition by Chinese firms involved in collaborative ventures with foreign enterprises. The study uses 152 Chinese businesses and examines how absorptive capacity (ACAP), as conceptualized by Cohen and Leventahl (1990) and modified by Zahra and George (2002), and national and organizational culture differences, affect the transfer of knowledge between Chinese firms and their international partners. The study uses a multivariate modelling approach to examine the impact of a number of factors on successful knowledge transfer. It finds that ACAP has a significant effect on successful knowledge transfer but that the relationship is significantly modified by cultural differences and inter-firm communications. Culture per se does not influence knowledge transfer directly, but does so through its impact on communications channels and institutions. Knowledge management practices and organization are also able to impact successful knowledge transfer.

## Procedures from the Research Office

### Research Support Application Forms:

Forms for use in applying for travel or other research related support have been posted on the website at:

[http://www.ballarat.edu.au/ard/business/staff/staff\\_only/research\\_info.shtml](http://www.ballarat.edu.au/ard/business/staff/staff_only/research_info.shtml)

All forms have been reviewed and updated and are posted on the above website.

**Document Authorisation:** All documents to be authorised by the Research Coordinator should be signed in order of availability as follows: Coordinator – Ian Clark; Deputy – Mike Willis and finally Head of School. Anyone acting in these positions should be able to authorise the documents.

### *Point of interest:*

This is the first issue for 2008. The comments received on Volume 3 – Issue 3 were appreciated and further comments on this issue and all subsequent issues are welcome. Contributions, of course, are both encouraged and appreciated.

### *Contact details:*

For information on this newsletter or related issues, please contact:

Research Administrator  
School of Business  
Telephone: 03 5327 9982  
Facsimile: 03 5327 9405  
Email: TBA

Associate Professor Ian Clark  
Research, Higher Degrees & Ethics  
Coordinator  
School of Business  
Telephone: 03 5327 9436  
Facsimile: 03 5327 9405  
Email: [i.clark@ballarat.edu.au](mailto:i.clark@ballarat.edu.au)

The aim is to produce this newsletter quarterly. Gratitude is extended to all who have contributed to this issue.

The next issue will be: June 2008

Check a copy on the web at

<http://www.ballarat.edu.au/ard/business/research/news.shtml>