



June 2008

Research Coordinator's Keynotes

Foreword to the Research Newsletter

This latest research newsletter carries contributions outlining a fine array of achievements by School of Business academics and HDR students. The School continues to develop its research profile in local, national and international contexts and will continue to strive to expand and extend its influence in all the communities in which it operates.

As occurs nowadays, research is "measured" and universities are "ranked" on the basis of their research performance. Such rankings are taken seriously by many in this quantitative era even though most are aware of the limitations of such ranking devices and their potential impacts. The apparent need to think in rankings tends to create pressures to publish earlier than later and to publish often.

The recent official ranking of academic journals in a vast array of disciplines adds a further dimension to the mix. Those in the School of Business at the University of Ballarat and in other business schools in the country as well as in other academic schools of all kinds are not immune from these pressures. In acknowledging these pressures and in seeking to stimulate achievement through them, let's continue to be as competitive as possible in enhancing the scholarly profile of the School of Business and the University of Ballarat.

Making 2008 a better year for School research outcomes than 2007 is a worthy collective goal.

Professor Garry Carnegie
Acting Deputy Head (Research)

Inside this issue:

Research Coordinator's
Keynotes 1

2007/2008 Publications 2

Conferences and Seminars 3

Upcoming Seminar Series 4

Abstracts from Seminar
Series 4-7

HDR Student News 8-10

Other News 10-13

CECC News 14

Procedures from the Research
Office & Contact Information 15

2007/2008 Publications

Since our April 2008 issue, staff and HDR students have advised the following publications. Congratulations are extended to the authors.

Refereed Journal Articles

- ⇐ **Backer, E., (2008)**, 'VFR travellers – Visiting the destination or visiting the host?', *Asian Journal of Tourism and Hospitality Research*, forthcoming
- ⇐ **Backer, E., (2008)**, 'A semester with a Dr Fox: The need to go beyond SET's', *e-Journal of Business Education and Scholarship of Teaching*, forthcoming
- ⇐ **Clark, I., (2008)**, 'Naming sites: Names as management tools in indigenous tourism sites – An Australian case study', *Tourism Management*, forthcoming
- ⇐ **Clark, I. & Cahir, D., (2008)**, 'The comfort of strangers: Hospitality on the Victorian Goldfields, 1850-1860', *Journal of Hospitality and Tourism Management*, 15, pp. 1-6
- ⇐ **Harman, J., (2008)**. 'Successful social entrepreneurship: The case of the Eaglehawk Recycle Shop', *Journal of Services Research*, February 2008, p.p. 201-216
- ⇐ **O'Meara, B. & *Petzall, S., (2008)**, 'What do we know about the chancellors of Australian universities?', *Journal of Higher Education Policy and Management*, 30 (2), pp. 187-199
- ⇐ **Willis, M., (2008)**, 'Tradition vs change: Evaluating the currency of traditional Chinese values', *Journal of International Consumer Marketing*, forthcoming
- ⇐ **Willis, M. & *Quan, V., (2008)**, 'Out with the old – In with the new – Chinese cultural values', *Journal of International Consumer Behaviour*, forthcoming

Refereed Conference Papers

- ⇐ **Backer, E., (2008)**, 'Visiting the destination or visiting us? A look at VFR tourism', *Tourism futures Sixth National Conference: Global Market – Competitive Edge*, Gold Coast, (2-4 June 2008), forthcoming

- ⇐ **Nayak, R., (2008)**, 'Learning capabilities: Do they provide a common platform for organisational excellence?', *Strategic Management Society (SMS) 28th Annual International Conference 2008*, 12-15 October 2008, Cologne, Germany
- ⇐ **Sudaryanto., Courvisanos, J. & *Soekartawi., (2007)** 'The study of factors influencing computer adoption in East Java on-farm agribusiness', *21st ANZAM 2007 Conference*. 4-7 December 2007, Sydney

Books & Book Chapters

- ⇐ **Courvisanos, J., (2008)** 'The political economy of R&D in a global financial context', in Laperche, B. and Uzunidis, D. (eds), *Powerful Finance and Innovation Trends in a High-Risk Economy*, Basingstoke: Palgrave Macmillan, 2008, pp88-109
- ⇐ ***Richardson, C. & Courvisanos, J., (2008)** 'Invention, innovation, investment: heterodox simulation modeling of capital accumulation', in Harvey, J. and Garnett, R. Jr. (eds), *Future Directions for Heterodox Economics*, The University of Michigan Press, pp185-24
- ⇐ ***Solomon, M., *Hughes, A., *Chitty, B., *Marshall, G., *Stuart, E., & *Fripp, G., (2008)** 'Marketing: real people real choices', Elisa Backer contributed to two chapters, forthcoming

Consulting Reports

- ⇐ **Harman, J., (2008)**, 'Evaluating TradeStart: Valuing a social venture', *Future Employment Opportunities*, Inc. in Eaglehawk

*Authors not from the School of Business.

Conference and Seminars

Staff and students that have attended or are shortly attending the following conferences:

- ⇐ **Backer, E.**, 'Visiting the destination or visiting us? A look at VFR Tourism', presented at the National Tourism Futures Centre, Gold Coast, (2-4 June 2008)
- ⇐ **Carnegie, G.**, Attending the AFAANZ as a panel member for 'first accounting history symposium', Sydney, (5-8 July 2008)
- ⇐ **Carnegie, G.**, 'The historical development of accounting regulation, education and literature in Australia', plenary speaker for the 12th World Congress of Accounting Historians, Istanbul, Turkey, (20-24 July 2008)
- ⇐ **Clark, I.**, 'Multiple Aboriginal place names in Western Victoria, Australia', to be presented at the 23rd International Congress of Onomastic Sciences, Toronto, Canada, (17-22 August 2008)
- ⇐ **Courvisanos, J.**, 'Innovation policy framework for sustainable development in regional economics', presented at the 2008 Pacific Northwest Regional Economics, Washington, USA, (14-16 May 2008)
- ⇐ **Errey, R.**, 'Engaging students in marketing classes', presented at the 2008 Marketing Educators Association Conference, Salt Lake City, USA, (24-26 April 2008)
- ⇐ **Gottschalk, L.**, 'Colonising women's space: MTF transgenders (strategies) and 'can a MTF be a woman? (gender non-conformity and identity)', to be presented at the 10th International Interdisciplinary Congress on Women, Madrid, Spain, (3-9 July 2008)
- ⇐ **Langton, J.**, 'Financial reporting and accountability in charitable organizations' and 'changing accountability regimes and non Government development assistance entities: Implications for organizational and social functioning', to be presented at 2008 AFAANZ Conference, Sydney, (5-8 July 2008)
- ⇐ **McEachern, S.**, 'The social impacts of stage 4 water restrictions: Householders in the Ballarat water supply system', presented at the Water Down Under Conference, Adelaide, (14-17 April 2008)
- ⇐ **Millmow, A.**, 'When Cambridge came to Monash: Joan Robinson in Australia, 1975', to be presented at the 21st Conference of the History of Economic Thought Society of Australia, Sydney, (9-11 July 2008)
- ⇐ **Nayak, Ravi.**, 'Learning capabilities: Do they provide a common platform for organisational excellence', to be presented at the 28th Annual International Conference of the Strategic Management Society, Cologne, Germany, (12-15 October 2008)
- ⇐ ***Richardson, C. & Courvisanos, J.**, 'Modeling Keynes and Kalecki with finance', presented at the University of Missouri 10th International Post Keynesian Conference, Kansas City, USA, (29 June-1 July 2008)
- ⇐ **Wells, P.**, 'Perfection of personal property security: Possibilities, problems and peculiarities', to be presented at the Australasian Law Teachers Association, Cairns, (6-9 July 2008)
- ⇐ **West, B.**, 'External influences on the development and professionalism of accounting in Malaysia, 1957-1969', to be presented at the AFAANZ, Sydney, (5-8 July 2008)

*Authors not from the School of Business.



Updated SoB Seminar Series 2008 Wednesday's 1.30pm

Date	Presenter	Title	Room
Wednesday 2 July 2008	Dr Steven McEachern	Distinguishing households and residents in the study of household energy consumption - a multilevel approach	B014
Wednesday 23 July 2008	Associate Professor Jerry Courvisanos	Innovation and Social Learning: An Economic Framework for Sustainable Development in Regional Australia	B014
Wednesday 30 July 2008	Dr Jacqueline Wilson School of Education	Prison: Cultural Memory and Dark Tourism	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
Wednesday 12 November 2008	Dr Tom Rowles RMIT University	TBA	B014

Seminar Series – Abstracts of completed presentations

Recent presentations were:

Mr Ian Knox

'International e-learning' presented on 9th April 2008

"We are told business needs graduates with skills in collaboration, technology, initiative, and the ability to find things out. But, based on what's actually tested in examinations, business (and society) appears to need people who: work alone, use memory, don't search, sit still, in silence, and only write, with pen on paper and then forget". It was a memorable quote from a memorable meeting.

Gerant Lang is a Principal Lecturer of Ultraversity, Faculty of Education, Anglia Ruskin

University. Gerant lives in Wolverhampton; the course coordinator Kevin Thompson lives in Scotland. Both men teach in the Bachelor of Arts Learning, Technology, Research (BA LTR), the only 100% online undergraduate program of its type in the UK and perhaps the world.

My presentation will provide an overview of the course, to stimulate discussion about the applicability of the model for Ballarat. With over 600 graduates the BA LTR is now self sustaining. I recently asked my undergraduate class the question - who has paid employment? The question was wrong. It should have been - who only has one job? Our answer is to deliver on-campus only courses, largely Monday to Thursday. Genuinely flexible alternatives need to be embraced, beyond the approach of putting (often) semi-coherent PowerPoint presentations on Blackboard.

That the use of technology for communication, dialogue and collaboration is at the heart of eLearning as exemplified by the following quote from a BA LTR student - "At first I was very sceptical about the use of community for learning. I did not trust the concept of learning from other ordinary people. I wanted my learning facilitator to validate all information for me.

Soon I realised that these [students] were 'extraordinary' people, with a wealth of knowledge and especially experience among them. They were people who were conquering their struggle to juggle home, family, work and study and far from doubting their contribution to my learning I began to be in awe of their expertise."

Dr Patrick O'Leary

'An employer focused analysis of meat industry disputes in Australia and the USA: the Hormel (1985-86) and Portland (1987-88) strikes' presented on 16th April 2008

Labour historians and industrial relations researchers have widely regarded meat processing (meatpacking in the USA) as a highly strike-prone industry, focusing significant research on strikes in the industry. Initial research for this paper suggested that Sandra Jones' 2002 paper, "A woman's place is on the picket line: Towards a theory of community industrial relations", could begin to offer a way of explaining much of the historical narrative of the industry but it failed to account for the range of employer actions and other factors at play that refused to be explained by these ideas. Thus, this paper will examine two meat strikes during the 1980s, focusing on factors effecting employer actions, to test the validity of other recent theoretical developments, such as Campling and Michelson's fusion of the older resource dependence model and the comparatively more recent strategic choice model.

Two strikes, the 1985-86 strike at the Hormel plant in Austin, Minnesota, USA and the 1987-88 strike at the AMH plant at Portland, Victoria, Australia, provide useful examples that challenge conventional wisdom regarding the so-called isolated mass thesis found in the early strike-prone industries literature and the more recent theories of space and community. What this paper will argue is that large, multi-plant employers have a greater number of available choices, due in part to the heavy imbalance in

power reflecting vast asymmetry in resources and in mutual dependence between the parties. Put simply, Hormel's and Portland's meatworkers had very few other options for local employment and thus depended heavily on the local meatworks for their employment and their incomes. On the other hand, the large meat corporations that owned these two plants had less financial need for these isolated works.

These theoretical assumptions challenge traditional notions contained in the older strike-prone industries literature and the more recent space and community literature, offering instead a more useful model for understanding community disputes with large multi-plant employers.

Dr Mary Hollick

'Learning on holiday: Understanding the meandering tourist as an intelligent forager' presented on 23rd April 2008

The presentation explores the learning engagement by adult 'browsers' at Australia's leading outdoor museum, Sovereign Hill, in order to better understand how current and future interpretive strategies support the learning outcomes of these adult visitors. Learning constitutes a significant reason to visit and underpins the satisfaction of adult visitors (Hein; Hooper-Greenhill). However, for any learning to take place, the learner has to be paying attention, so museums need to understand how they arouse visitors' attention.

The presentation argues that while outdoor museums offer great opportunity for generating interest in learning, a good deal more needs to be understood about visitor's 'entry agenda' and how museums can contribute to creating them with a learning outcome as a significant component.

The research revealed a number of findings which supported these concerns. The respondents exhibited characteristics of free choice learners and utilised many search strategies derived from optimal foraging theory. Their visit had a sufficiently transformational effect in that 39% of respondents expressed an interest in exploring further learning after their departure, when only 14% of the same respondents were motivated to visit by 'an interest in learning' about history in general or the theme presented at Sovereign Hill in

particular. Findings also indicate that the learning, while drawing from the three dimensional setting and activities, was largely socially constructed, within family groups of visitors. This research argues that outdoor museums have particular attributes that facilitate curiosity and interest in learning which warrants further exploration.

Ms Ana Alexandra Caria Pereira

(University of Minho, Portugal)

'Analysis of the first voluntary adopters of IASB accounting standards in Portugal: The cases of Jerónimo Martins and Sonae Sierra - Preliminary findings' presented 14th May 2008

Accounting standards can be adopted by organisations on a voluntary basis. This preliminary study is concerned with the voluntary adoption of IASB accounting standards by two companies, namely Jerónimo Martins and Sonae Sierra, as the first Portuguese companies to adopt these international accounting standards (IAS/IFRS) in preparing consolidated financial statements.

Adopting the New Institutional Sociology theoretical perspective, particularly the extended model of Dillard et al. (2004), and the Actor-network theory to inform the investigation, and drawing on written records and on oral evidence as gained in interviews with the companies' CEO and Accounting Directors, the study aims to elucidate the IAS/IFRS adoption process in these two companies, examining the actors, processes, and rationales involved in their adoption.

The study found that the early adoption of IASB standards by Jerónimo Martins and Sonae Sierra was influenced by institutional, competitive, and intra-organizational pressures. The study also confirms criticisms of early NIS research for dichotomizing economic and institutional pressures and overlook to agency. The non-mandated adoption of IAS/IFRS appears to be symbolic of the companies' positioning as modern and leading-edge corporations.

Professor Soekartawi

(University of Brawijaya)

'Harnessing the Potential use of IT/ICT in Agribusiness development in Indonesia: The State of the Art' presented on 21st May 2008

Indonesia is an archipelago nation of more than 17 thousand islands and of over than 230 million people, making it the fourth most populous nation in the world. Indonesia has a well-balanced economy in which all major sectors play an important role. Agriculture has historically been the dominant activity in terms of both employment and output. The important of agriculture in the Indonesia economy may be explained among others are by its contribution to: (i) form the country's GDP (14%), (ii) employ nearly 44% of the active population, (iii) provide domestic food consumptions, and (iv). reduce poverty.

Policy objectives of the Indonesian government are directed at increased efficiency and greater self-sufficiency in the agro-food sector. Food safety and security has become an important issue in the processing and distribution infrastructure of the agricultural economy. The government also promotes agro-enterprise and agro-food systems through agribusiness approach because it is a powerful source of economic growth, diversification and rural development.

The Indonesian government has also realized that application of powerful IT/ICT is the driving forces in worldwide agribusiness (particularly in agro-food industries) in the country. Therefore, it is believed that digital opportunities have emerged as 'power tool' not only for fostering economic growth but also agricultural growth, poverty reduction and sustainable resources use. In order to foster the positive impacts of digital opportunities through IT/ICT in agricultural development in the country, the government established of a new guiding body to provide strategic direction for the country's IT/ICT development.

In the Ministry of Agriculture, the national IT/ICT policy has been translated into the five years agricultural development plan, 2005-2009. Programs related to e-Agribusiness (printed, audio, video, computer and web-based technologies) have been identified in order to improve processes information dissemination,

access, and exchange; and communication, participation, and network-building activities amongst stakeholders. As a results, the use of IT/ICT are able to reduce agricultural losses, forecast productivity, and enhance production with proper vertical integration of the production centers and the markets. The exploitation of the IT/ICT revolution has likewise made information on agriculture available worldwide and on demand. In fact in most cases, IT/ICT is intensively used in agricultural administration, research and development, extension, marketing, and managing farmers' organizations. Even though the use of IT/ICT in agricultural development is considered very fast in Indonesia, the remaining obstacles are computer illiteracy and unawareness about e-commerce, problems in connectivity, language problems, and load shedding of electricity.

Professor Garry Carnegie

'The Historical Development of Accounting Regulation, Education and Literature in Australia' presented on 28th May 2008

As a British colonial settlement from 1788, Australia became a Federation on 1 January 1901 when the then six British colonies in Australia become the Commonwealth of Australia. As in all countries and regions, accounting is an integral part of the history of economy and society.

Accounting is a human construction and a social practice which not only shapes organisations and society but is also shaped by economy and society. Therefore, accounting is an integral part of the social fabric and economic development of any nation. This historical study specifically examines the development of accounting regulation, education and literature in Australia across five key phases of European settlement: 1788 to 1864, 1865 to 1896, 1897 to 1954, 1955 to 1984 and 1985 to 2005. The study justifies the selection of these phases, focuses on key actors and events within each time period and presents an overview of the major historical trends in each of these identified time periods.

Dr Ravi Nayak

'Learning Capabilities: Do They Provide Common Platform for Organisational Excellence?' presented on 11th June 2008

Organisational learning and corporate sustainable development are the two issues that have come to prominence in strategic management study. Managing business organisations following sustainable principles is a managerial challenge. It involves managing knowledge about corporate sustainable development. A key success factor is their learning capabilities.

This study identifies three kinds of learning capabilities in line with triple bottom line principles. They are learning capabilities in i) corporate environmental responsibility, ii) corporate social responsibility, and iii) corporate financial responsibility. Considering business sector as an independent variable, ANOVA analysis is conducted on these three learning capabilities in Australian corporations. The study finds that the Australian resource sector is in forefront in learning capabilities in corporate environmental responsibility and corporate financial responsibility.

In the light of this finding and drawing from earlier empirical studies, this study explores a theoretical question whether learning capabilities are transferable rather than bound to specific areas. It dwells into a proposal that a capable learning organisation can achieve continuous innovation and improvements in several functional areas by deploying its strength in learning capabilities.

Higher Degree by Research (HDR) Student News

PhD Success

Dr Uma Jogulu

We extend our congratulations to Uma Jogulu on achieving her PhD.

Principal Supervisor: Dr Glen Wood

Associate Supervisor: Dr Lorene Gottschalk

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

Abstract

Western research dominates in areas of theories and models which describe organisational behaviours, human resource management and workplace participation. However the 21st century brings new challenges. Findings to-date suggest that attitudes and values are strongly culture specific therefore many facets now require re-thinking by human resource specialists and organisational behavioural theorists. For instance, the globalisation of the market economy has dramatically changed the contemporary business environment. As a direct consequence of the globalisation process, the nature of organisational structures and workforce diversity has also changed. Such changes may make the application of Western theories less relevant to explain behaviours and attitudes of contemporary employees around the world. Therefore, there is a need for expanding our cross-cultural understanding in order to provide practical knowledge to enhance people and business management so that organisations can remain successful nationally and internationally.

Comparative cross-cultural studies are required to expand on Western theories and models. The present study acknowledged and regarded the importance of cross-cultural studies to date, and endeavoured to expand on the extant knowledge by providing specific information relating to two diverse countries. The aim of the research project is to examine two measurable areas of organisational behaviours namely leadership styles and managerial career aspirations of female and male managers in Malaysia and Australia to explore the similarities and differences between the groups.

The study found differences within and between female and male managers in Malaysia and Australia in terms of leadership styles, perception of effectiveness, perceptions towards managerial career aspirations and perceived promotion opportunities during the quantitative and qualitative data collection stages. The study concludes by providing empirical evidence to refute the universality of Western theories and models in all cultures. The analysis of both quantitative and qualitative data revealed significant differences in terms of values, behaviours and attitudes of managers in the two diverse cultures which have important implications for work and employment. This suggests that Western theories and models of organisational behaviour and workplace participation are not universally applicable, appropriate or relevant in all cultural environments. Implications for theory and practice in the light of an enhanced cross-cultural understanding were recommended.

Dr Gensheng Shen

We would like to extend our congratulations to Gensheng Shen on achieving his PhD.

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

Abstract

Traditional financial theories see capital structure as a result of mainly financial, tax and growth factors (Modigliani & Miller, 1958). But corporate governance theories (Jensen & Meckling, 1976) and business strategy theories (Barton & Gordon, 1988) suggest that ownership structure and ownership concentration, product diversification and asset specificity may also influence capital structure.

Focusing on the examination of the determinants of capital structure in Chinese listed companies, this research goes beyond financial factors and considered business strategy and corporate governance approaches, and their impact on capital structure, in a transitioning Chinese context where institutions, expertise and regulatory processes are different to, but converging on, Western approaches.

A panel data set of 1,098 Chinese listed companies for the period of 1991 to 2000 was collected from published sources, and conventional and innovative econometric methodologies were used to model a range of relationships between capital structure and its financial and non-financial determinants. The statistical approaches used in this study included Ordinary Least Squares Model and also Linear Mixed Model, which is a powerful tool to examine panel data where independence of explanatory variables is not assumed. The analysis also involved Hox's model building procedures to measure model fit.

The capital structure of listed companies in both the Shenzhen Stock Exchange and the Shanghai Securities Exchange is positively related to a firm's tax rate, 3 growth and capital intensity and negatively related to a firm's profit and size. Other financial factors such as tangibility, risk and duration are non-significant. The capital structure of listed companies, particularly in the Shenzhen Stock Exchange, is positively related to product diversification and negatively related to asset specificity. The capital structure of listed companies in the Shanghai Securities Exchange is positively related to government ownership and ownership concentration of the largest shareholder and negatively related to legal person ownership and ownership concentration of the ten largest shareholders.

The data and modelling support financial and non-financial determinants of capital structure. In particular, information asymmetry, business diversity and asset specificity have a significant impact on capital structure. In addition the empirical work in the study supports agency cost explanations of debt and equity. Finally the research demonstrates that the two main financial markets in China, Shenzhen and Shanghai, have operated differently but are converging towards a common norm.

The research contributes to the general field of capital structure and provides valuable insights into the nature of the Chinese firm and the evolution of the Chinese financial system.

Thesis Submissions

Ms Jana Jagodic

Congratulations to Jana Jagodic for submitting her PhD thesis for examination in April 2008.

PhD Topic: 'The role of an ICT change agent in ICT diffusion within technology projects in public and private sector settings'

Principal Supervisor: Associate Professor Jerry Courvisanos

Associate Supervisor: Professor John Yearwood and Dr Patrice Braun

New Research Students

We welcome three new research students:

Ms Ros Fyffe

Masters Topic: Conceptualising strategic planning in an SME context: What does strategic planning mean to owner/managers of SME's

Principal Supervisor: Associate Professor Mike Willis

Associate Supervisor: Dr Mary Hollick

Ms June Scott

PhD Topic: What constitutes 'Value' in the global higher education market?

Principal Supervisor: Associate Professor Mike Willis

Associate Supervisor: Dr Mary Hollick

Ms Geraldine Kennett

DBA Topic: How does training and development impact employee turnover in the Victorian Public Sector

Principal Supervisor: Professor Andy Smith

Associate Supervisor: Dr Glenice Wood

UB Publication Award

Congratulations to Ms Jana Jagodic on receiving a UB Publication Award.

UB Research Conference 2008

Call for Abstracts, Full Papers and Posters

The University of Ballarat's one-day Annual Research Conference will be held on Wednesday 5 November 2008. The aim of the conference is to showcase the exciting research work being conducted by our students conducting research and early career researchers, and to promote the significance and applicability of this research knowledge to the national benefit.

Who can participate?

All higher degree by research students, early career researchers (who have been research-active for less than three years), and honours, graduate diploma and higher degree by coursework students who are undertaking research (must have at least one-third research component) are invited to participate in the research conference.

How you can participate?

You can provide an oral presentation, poster presentation or submit a full paper.

Oral presentation of research results

All postgraduate/honours students and other eligible participants who are at the stage in their research where they have research outcomes are invited to give a presentation on the day of the conference. This year's conference will include a series of concurrent sessions clustered according to research areas. Intending presenters are encouraged but not required to submit a full paper; however, all intending presenters are required to submit an abstract for inclusion in the Book of Abstracts. Please note that only those with research outcomes are eligible to present.

Poster presentation of work-in-progress or research intent

All postgraduate/honours students and other eligible participants who have work-in-progress or a research intention to present are invited to submit a poster presentation for display. A poster presentation on your work-in-progress or your research intent is a great opportunity to share ideas and receive encouragement and feedback. At this year's conference, the poster presentation session will be featured as a formal part of the conference program. Intending poster presenters are required to submit an abstract for inclusion in the Book of Abstracts.

Submission of Full Paper

All intending presenters are encouraged to submit a full paper. Participants intending to submit full papers are encouraged to seek peer review as part of the preparation of the paper. Papers must be proof read and approved for submission by your Principal Supervisor.

Abstract submissions

Abstracts must be submitted electronically and received by the Research & Graduate Studies Office (HDRResearch@ballarat.edu.au) by 5pm on 1st August 2008. Please attach a clear digital photo of your face for inclusion in the book of abstracts publication.

An indication of whether you would be interested in attending the conference dinner (and whether you would like to invite a partner) should also be included.

For further information please visit the conference website below:

www.ballarat.edu.au/ard/ubresearch/researchconference

Closing date for abstracts: Friday 1st August 2008 at 5pm

* All HDR students are expected to participate in the UB Research Conference

Other News**Innovation Experts Tour**

Jerry Courvisanos visited the Boeing airplane factory at Everett near Seattle (USA) for an extensive "innovation experts tour" as part of the Tacoma "Spirit of Innovation III" Forum. There is some material and insights from this fascinating tour which are available from Jerry if anyone is interested.

Water Policy and its Effect on Regional Communities

Water policy and its effect on Regional Communities is a report produced by CRIC in May 2008 for the Consumer Utilities Advocacy Centre (CUAC).

Summary: A CRIC devised model is set up to simulate the effects of various water policies on three archetypical regional communities. There are three non-irrigated towns in the study, identified as: HT-high stressed Western Victorian town, MT-moderately stressed Central Victorian town, and LT-low stressed Eastern Victorian town. Ballarat, as a large regional centre, is also analysed as a basis for scale comparison with the smaller towns. A variety of water policies are introduced and simulated in the model for each town to identify the relative impacts of various water policies on the three different town types. Sensitivity of these towns to different policy instruments and technological changes introduced into the towns form the basis of this study. Impact of water trading is discussed in the context of the simulations developed in this study.

Any enquiries about this report contact Jerry Courvisanos.

2020 Summit – Summary by Dr Pam McRae-Williams

Dr Pam McRae-Williams attended the 2020 Summit held at Parliament House in Canberra held in April and was the only University of Ballarat academic to attend. Dr McRae-Williams was delegated to the Environment Working Group. Please see below for Dr McRae-Williams summary:

The summit involved 1000 people who were asked to participate in discussing and putting forward ideas on ten big picture issues facing Australia and to draw together a consensus on ambitions, key themes and ideas that Ministers could present to the Prime Minister for his consideration.

The ten big picture issues were:

- The productivity agenda
- The Australian economy
- Sustainability and climate change
- Rural Australia
- Health
- Communities and families
- Indigenous Australia
- Creative Australia
- Australian governance
- Australia's future in the world

The stream in which I participated was sustainability and climate change and the sub-themes were: sustainability, climate change, water and population. A brief summary of the outcomes of each sub-theme provides some indication of the ambitions for 2020 and major (top) ideas that emerged. Each group was asked to identify one big idea/ambition to put forward (*italicised*).

Sustainability

Ambitions – by 2020

1. Vision for all Australians to live sustainably
2. Reducing impact – aim for zero carbon footprint (70% by 2020)
3. Build resilience

Ideas

- a. *Develop a National Sustainability Reform agenda providing a framework and policy setting*
- b. Internalise value – not an accounting system based on \$ value
- c. Shift to a closed loop economy
- d. Engage communities and build community knowledge
- e. Build resilience in communities, ecosystems, and the economy

Climate change

Ambition – by 2020

1. Enabling the nation to respond and adapt
2. Harnessing creativity and skills
3. Actively reducing carbon footprint – acting together

Ideas

- a. *Respond to the 'crisis' – establish a National Climate Strategy (new institution)*
- b. Develop clean energy projects to build the nation – through technology and implementation
- c. Establish a Climate trust to disseminate information and collect and analyse data (independent of Government, business etc)
- d. Establish a world class climate change education for all
- e. Support sustainability challenges

Water

Ambition – by 2020

1. *Create a world leading sustainable tropical water system that sustains ecosystems, indigenous communities and development (avoid mistakes of the past).*
2. Rivers and ground water systems restored to an ecological balance with climate change
3. Build a dynamic climate resilient water system for urban and rural communities

Ideas

- a. Establish a whole of government approach
- b. Establish mechanisms for purchasing over allocated water and 'do it'
- c. Create climate resilient and diverse water supply options that are carbon neutral
- d. Reduce demand by ensuring all water is used multiple times.

Population

Ambition – by 2020

1. Achieve sustainable and compassionate population policy Australia where growth is balanced with resource use, innovation and technology (not a unified ambition from all of the group)
2. Education on sustainability to achieve sustainable cities/communities

Ideas

- a. Create sustainable cities
- b. Provide low income support to achieve sustainability objectives
- c. Institute and conduct sustainability audits
- d. Align transportation and infrastructure with sustainability objectives
- e. *Create a building and sustainability system for the build environment*

What next?

PM to respond to the ideas of each stream by the end of 2008

VURRN

VURRN Meeting, 6 June 2008, Global Innovation Centre, University of Ballarat Technology Park.

The Victorian Universities Regional Research Network (VUURN) met with members from UB, RMIT Hamilton, La Trobe University, Bendigo, and Deakin University Warrnambool:

- Discuss regional research issues on current activities and for future collaborations.
- Guest speaker: Prof. Simon Baddeley (University of Birmingham, U.K.) on research and training of local government officials.
- VURRN Press issues: books published and future proposals

VUURN has quarterly meetings that meet around the regional campuses in Victoria every three months.

For further details or enquiries contact Jerry Courvisanos.

VURRN Press - Two books published

Recently published second book:

The Recruitment and Selection of Vice-Chancellors for Australian Universities by Bernard O'Meara and Stanley Petzall.

This book examines the processes which are used to recruit and select Vice-Chancellors for Australian universities. While previous research has identified demographic and incumbency patterns, social characteristics and the legal basis of the roles of Australian VC's, the actual processes of recruitment and selection of these individuals has not previously been researched in any depth. As such, this study is new and ground-breaking. A regional and a metropolitan university are used as case studies to show parallels between recruitment and selection in universities and in the private sector.

Also published:

'The Changing Nature of Australia's Country Towns'. Edited by M F Rogers & D R Jones

This book provides a look at our increasing understanding of the growth, stasis and decline of our country towns. It covers not only changing social and economic trends, but also the art of engagement of communities, new modes of development, water and its local management and planning policies and practices.

Visiting Professor Soekartawi

Visit of Professor Soekartawi to School of Business, University of Ballarat 19-22 May 2008. Professor Soekartawi is Professor of agribusiness at the University of Brawijaya, Malang, Java, Indonesia and Special Duty Officer, Ministry of National Education, Indonesia. Prof. Soekartawi was at UB primarily to assist Jerry Courvisanos in the supervision of PhD candidate, Sudaryanto

who is researching on 'Factors Influencing ICT Adoption in East Java On-Farm Agribusiness'. This was the first time Jerry and Soekartawi were able to discuss Yanto's thesis face-to-face, and also provide joint assistance to Yanto.

Other Activities while at UB:

- Attended Ballarat ICT Cluster Specialist Breakfast, Greenhill Enterprise Centre, 20 May, 7.45am
- Discussions with Helen Thompson on IT in agribusiness through CECC, Greenhill Enterprise Centre, 20 May, 9.00am
- Meeting with senior academic staff in School on possible collaborations with Indonesian universities on research and teaching, 20 May, 12.30pm
- Seminar on 'Harnessing the potential use of IT/ICT in agribusiness development in Indonesia: The State of the Art', 21 May 1.30pm

Prof. Soekartawi has influence in the Ministry of National Education, Indonesia; and he is keen to develop links with UB. Jerry Courvisanos has undertaken to explore these avenues further with Soekartawi.

Interesting recent paper available from Prof. Soekartawi: '*The Power of Distance Learning: Indonesia Experiences*'

by Dodi Nandika and Soekartawi

<http://www.prof-soekartawi.net/index.php?pilih=news&mod=yes&aksi=lihat&id=11>



Congratulations to Professor Brian West

Professor Brian West has been announced the 2008 winner of the "Notable Contribution to the Accounting Literature Award" sponsored by the American Accounting Association and the American Institute of Certified Public Accountants. This award has been granted in recognition of Brian's book "Professionalism and Accounting Rules". This is only the second time this award has been granted to an academic located at an Australian university (the only previous such winner being Ray Chambers of the University of Sydney in 1966).

This is a prestigious award and on behalf of the School we wish to give Brian our heartfelt congratulations for this achievement. We are all very proud of Brian's research achievements!

Congratulations to Dr Fred Cahir

Dr Fred Cahir has been awarded the AHA Allan Martin Award for 2008. The AHA Allan Martin Award is intended to assist early-career historians undertake further research in Australian History, in particular to achieve a publication which will make a significant contribution to the field. Dr Fred Cahir has been invited to attend the conference dinner of the AHA Annual Conference at University House, University of Melbourne where he will be presented the award. On behalf of the School we would like to congratulate Fred for this achievement and look forward to seeing the work that the award will contribute to.

Fred Cahir would like to acknowledge Sovereign Hill as his Industry partner and Parks Victoria as a financial supporter of the 'Black Gold' project.

Working Paper Series

Statement of Purpose

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. All published papers will be available from the School's research website and thus can be accessed through website browsers. All papers will have a statement encouraging readers of these papers to contact the authors with comments and suggestions for further research.

All submitted papers will 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.

New in our working paper series: 2008 ISSUES

- No. 2008-01: A Comparison of Small-Business Financing Issues in Small-Community, Regional Centres in Canada and New Zealand by Samantha Hettihewa and Christopher S. Wright .
- No. 2008-02: Modeling Keynes and Kalecki with Finance by Colin Richardson and Jerry Courvisanos.
- No. 2008-03: Innovation Policy Framework for Sustainable Development in Regional Economies: An Australian Perspective by Jerry Courvisanos.

See all working papers at: http://www.ballarat.edu.au/ard/business/research/working_paper_series_archive.shtml

Please Consider Submitting your research paper to the working paper series.

This is an effective way of obtaining feedback on a draft research paper before it is submitted for journal and chapter book publication.

If you have a paper for this working paper series, please submit directly to editor of series.

*Associate Professor Jerry Courvisanos (Editor)

Staff Profile

Research Profile Elisa Backer

Elisa Backer was appointed in April 2008 as a Lecturer in Tourism in the School of Business. Prior to her appointment at University of Ballarat, she served as a Lecturer in Marketing and Strategic Management within the School of Tourism and Hospitality Management at Southern Cross University. Before working in academia, Elisa acquired industry experience through managing three regional tourism organisations, and marketing those destinations both domestically and internationally. Elisa has also worked as a tourism and marketing consultant, and has also managed the marketing for a large shopping centre complex. Elisa has a particular interest in destination marketing, and VFR tourism as well as the scholarship of teaching. She has presented on VFR tourism at national tourism conferences, research workshops, and a state tourism organisation as well as undertaken consultancies and published in international journals in VFR tourism. VFR Tourism is also the subject area Elisa has been examining for her PhD that she is presently finalising and it was also her field of research for her Honours degree. Elisa has a Bachelor of Economics, Graduate Diploma in Business Studies and a Bachelor of Business in Tourism with Honours. Since joining the School of Business, Elisa has presented at the sixth national Tourism Futures Conference, had a refereed conference paper accepted, had a paper accepted in Asian Journal of Tourism and Hospitality Research, had two contributions published in Solomon et al's (2008) Marketing: real people real choices text, and most recently her journal paper titled "A Semester with a 'Dr Fox': the need to go beyond SETs" was accepted for publication.

*Please see details on Elisa's outstanding research achievements for 2008 in the Publication section of the newsletter.

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.

Alfred Deakin Lecture Series

The 2008 Alfred Deakin Lecture Series was launched in Ballarat on 4 June 2008. Activities included a daytime seminar for local leaders, a public lecture in the evening titled The Geography of Hope and a cocktail party. With support from the University's Marketing and PR Team, CeCC was responsible for coordinating these events.

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. If you are interested in submitting a paper visit www.ackmids.com.au for further details.

Interoperative Web-Based Geographic Information System

In conjunction with the Geology Department at the University of Ballarat, CeCC has implemented and Interoperable GIS services which is supporting the dissemination and updated of environmental information for the Corrangamite Catchment Management Authority region. During June 2008 CeCC met with Geoscience Australia to progress arrangements for testing interoperability between the University of Ballarat's and Geoscience Australia's web-based GIS systems. The Colac Otway Shire has confirmed that it will be buying into this shared service in the new financial year. CeCC is keen to explore other opportunities for leveraging the established services through the dissemination

and maintenance of environment and social data.

Federation of Community Legal Centres (Vic) Inc

CeCC are working with the Federation of Community Legal Centres (Vic) Inc. on an extensive redevelopment of Community Law Online. During the recent CLC Leading Justice Conference CeCC delivered training workshops to support CLCs in maximising their utilisation of the CeCC content management systems which now underpin the online services of more than half of Victoria's Community Legal Centres. See www.communitylawonline.org.au for more information.

Save Fitzroy Legal Service Campaign

Fitzroy Legal Service (FLS) has operated a casework practice for over thirty years. Recently Victoria Legal Aid cut the Fitzroy Legal Service practice funding. This represents 40 percent of Fitzroy's funding from Victoria Legal Aid and will cut services to approximately 400 clients per year. CeCC was engaged to support FLS in initiating an online campaign to save FLS. To date more than 270 people have used this service to advocate for a review by emailing Victorian Legal Aid and the Attorney General Rob Hulls.

Monash Doing IT Better Conference

Helen Thompson has been a member of the working group for the Doing IT Better project since its inception nearly twelve months ago. During the recent Conference, Helen was invited to facilitate a session where community sector organisations presented information on their involvement in the Doing IT Better project and their future aspirations. The key note presenter at this event was Mr John Davies, Program Director of iT4Communities - the leading IT sector volunteer program in the United Kingdom. CeCC sponsored a visit by Mr Davies to Ballarat on 17-18 June 2008. More than 70 people participated in events scheduled during Mr Davies' visit which included a presentation at the University of Ballarat Technology Park and Ballarat IT Specialists Network, a meeting with Ballarat Cares' Corporate Members and a Ballarat ICT Community Forum on the Log On project.

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_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 – Garry Carnegie and finally Head of School. Anyone acting in these positions should be able to authorise the documents.

Point of interest:

This is the second issue for 2008. The comments received on Volume 4 – Issue 1 were appreciated and further comments on this issue and all subsequent issues are welcome. Contributions, of course, are both encouraged and appreciated.

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

The next issue will be: September 2008

Check a copy on the web at

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