



March 2007

Research Coordinator's Keynotes

Foreword to the Research Newsletter

The first quarter of 2007 has been a busy time for research matters in the School, and the second quarter promises to be even busier. Three HDR students have completed confirmation, and a further five students are scheduled in April and May. Details are in the newsletter. Three new HDR students commenced PhD study, and two students who submitted late last year are currently undergoing examination.

Since our last newsletter staff and HDR students have had ten refereed journal articles and conference papers published. The annual DEST Higher Education Research Data Collection process is almost upon us and this will be a major focus of the Research Office in the next quarter. Staff and HDR students are reminded to ensure that the School's Research Monitor is up-to-date so far as 2006 publications are concerned.

The School's research seminar series commenced on 7 February 2007 with a paper on *Homage Tourism*. Abstracts of the first four seminars are included in this newsletter. In this issue you will find an updated schedule for the remainder of the year. Please add these dates to your diary and commit to attending as many seminars as you possibly can.

The School's working paper series is in the process of being updated; so check the research website to see the new suite of papers that will be added shortly.

This newsletter also brings news of an important international conference being hosted by the School in November 2007 on *Trends in Toponymy: Indigenous Identity and Theoretical Developments in Place Names Research*.

Consulting projects and applied research currently being undertaken by the School's two centres CRIC and CECC are detailed in their respective reports in this newsletter.

Finally, the newsletter lists the national and international conferences staff and HDR students have received funds to attend. Conference locations range from Brisbane, Melbourne, and Buchan in Australia, and the United Kingdom, Greece, Norway, Netherlands, and United States of America.

In summary, this newsletter is a snapshot of the research performance of the school, and we trust you enjoy learning more about research developments in the School.

Associate Professor Ian D. Clark
Research, Higher Degrees and Ethics Coordinator

Inside this issue:

Research Coordinator's Keynotes	1
2006/2007 Publications	2
Updated Seminar Series	3
Seminar Series Abstracts	4
HDR Student News	5
Other News	6
Other News continued	7
CRIC News	8
CeCC News	9
Conferences Procedures from the Research Office	10
Contact Information	

Point of interest:

This is the first issue for 2007, we appreciate the comments we received about our Volume 1 – Issue 3, and welcome comments on improvements and any other matters of interest (Please see the last page for contacts)



2006/2007 Publications

Refereed Journal Articles

- ⇐ **Carnegie, G.D., Foreman, P. and West, B.P. (2006)**, "F.E. Vigars' Satation Book-Keeping: A specialist Australian text enabling the adaptation and transfer of accounting technology" *Accounting Historians Journal* 33 (2) pp 103-130 **C1**
- ⇐ **Carnegie, G.D. and *Walker, S.P. (2007)**, "Budgetary Earmarking and the Control of the Extravagant Woman in Australia, 1850-1920" *Critical Perspectives on Accounting* 18 (2) pp 233-261 **C1**
- ⇐ **Carnegie, G.D. (2006)**, "The Roaring Nineties": A Comment on the State of Accounting History in the United States" *Accounting Historians Journal* 33 (1) pp 202-210 **C1**
- ⇐ **Carnegie, G.D. (2006)**, "Price Setting for Local Government Service Delivery: An Exploration of Key Issues" *Australian Journal of Public Administration* 65 (3) pp 103-111 **C1**
- ⇐ **Millmow, A. and Courvisanos, J. (2007)**, "The Two Tribes of 'The Econ': A Study of Economists and Economic Media Commentary in Australia" *Economic Papers* 26 (2) **C1**
- ⇐ **Pansiri, J. (2007)**, "Doing Tourism Research Using the Pragmatism Paradigm: An Empirical Example" *Tourism and Hospitality Planning and Development* 3 (3) pp 223-240 **C1**
- ⇐ **Wood, G.J. and *Newton, J. (2006)**, "Facing the wall" – "Equal" opportunity for women in management? *Equal Opportunities International* 25 (1) pp 8-24 **C1**

Refereed Conference Papers

- ⇐ **Lynch, D. and Lowe, J. (2006)**, "Understanding the Regional Demand for Ambulance Services" *Refereed Proceedings of the 30th Annual Conference of the Australian and New Zealand Regional Science Association International*. **E1**

- ⇐ **Tuck, J., Lowe, J., and McEachern, S. (2006)**, "Managing Community Relationships and Corporate Reputation – A stakeholder Perspective". *International Mine Management 2006 Melbourne*. **E1**
- ⇐ **Lowe, J., Thompson, H., Lynch, D. and Braun, P. (2006)**, "A Case Study of Clustering in Regional Australia: Public Policies & Private Action" *Refereed Proceedings of the 30th Annual Conference of the Australian and New Zealand Regional Science Association International*. **E1**

Non Refereed Book Chapters

- ⇐ **O'Meara, B. (2007)**, "Employer Associations" in S. Petzell, K. Abbot , N. Timo Australian Industrial Relations in an Asian Context, 3^d Edition; *Eruditions Publishing, Cowes*, Chapter 4 pp 83-102 **B2**

Publication Records:

Staff and HDR students are encouraged to enter information on their publications in the Research Monitor and submit hard copies to the Research Administrator.

For additional research profiles, **please visit the SoB Research website –**

<http://www.cecc.com.au/clients/sob/research/>

DEST Categories

- A1** Book (scholarly, commercially published)
- B1** Chapter in a scholarly book
- C1** Article in a scholarly refereed journal
- E1** Conference Publication – full paper – refereed

For more information on DEST Categories please visit the Research Monitor website:

http://www.cecc.com.au/clients/sob/research/pub_cats.php

*Authors not from the School of Business



Updated Seminar Series 2007 – Wednesdays 1.30pm

Date	Presenter	Title	Room
Wednesday 7 Feb 2007	Assoc Prof Ian Clark & Dr Mary Hollick	Homage Tourism: Ella Fitzgerald, War Memorials and all that Jazz.	B014
Wednesday 21 Feb 2007	Helen Song-Turner	Issues in Doing Business in China.	B125
Wednesday 7 March 2007	Ian Knox	Refworks	B014
Wednesday 21 March 2007	Prof Garry Carnegie	The Portrayal of Accounting and Accountants following the Enron Collapse	B014
Wednesday 18 April 2007	Dr Pamela McRae-Williams	Widcorp, Collaborative Research and Opportunities for the School of Business.	B014
Wednesday 2 May 2007	Dr Lorene Gottschalk	Work-life Balance for Casual/Sessional Staff in the University of Ballarat.	B014
Wednesday 16 May 2007	Dr Gavin Hurst	Not So Due Process: The Case Against the Due Process Applied with the Australian Accounting Standard Settings and Arrangements.	B014
Wednesday 30 May 2007	Rosemary Shaw	Visual Cues in a Constructivist Context.	B014
Wednesday 13 June 2007	Dr Mary Hollick	TBA	B014
Wednesday 11 July 2007	Dr Patrice Braun	Womenomics	B125
Wednesday 25 July 2007	Jackie Tuck	TBA	B014
Wednesday 8 Aug 2007	Dr Steven McEachern	The Geographic Structure of Volunteering – Evidence from Rural Australia.	B014
Wednesday 22 Aug 2007	Dr Glenice Wood	Mentoring: How Significant a Role does this play in Promotions to Senior Management Positions?	B125
Wednesday 5 Sept 2007	Uma Jogulu & Dr Glenice Wood	Malaysian and Australian Male and Female Middle Managers: A Comparison of their Leadership, Effectiveness, and Career Advancement	B014
Wednesday 19 Sept 2007	Laura Kostanski	Where the heck are we? Placenames Tourism: Marketing a Place to Strangers.	B014
Wednesday 3 Oct 2007	Dr Jerry Courvisanos	Technological Obsolescence and Innovation	B014
Wednesday 17 Oct 2007	Nadine Zacharias	Work-life Balance: 'Good Weather' Policies or Agenda for Fundamental Social Change? A Comparison of Government Policy Frameworks in Australia and Sweden.	B014
Wednesday 31 Oct 2007	Christine O'Connor	TBA	B014
Wednesday 5 Dec 2007	TBA	TBA	B125

Seminar Series - Abstracts of completed presentations

⇐ **Clark, I. Seminar Series Presentation**

“Homage Tourism: Ella Fitzgerald, War Memorials and all that Jazz” presented 7 February 2007

Homage tourism is able to include a range of forms of tourism such as visits to memorials, cemeteries, and places where special events took place. Homage tourism then is capable of being understood as a continuum from the sacred homage of religious pilgrimage embracing spiritual subjects at one end to secular or profane homage embracing the sacralization of cultural celebrities and critical events at the other. Secular homage often uses the language and behaviour of the sacred discourse and acts towards and refers to the subject or object of the homage in sacred-like ways - associated places become sacred sites, structures become shrines, actions become religious rites. This paper will explore two dimensions of secular homage, that of adulation or acclaim or tribute and remembrance. It will explore the former through focussing on jazz tourism and in particular the tourism of adulation that has emerged around jazz vocalist Ella Jane Fitzgerald, and the latter through an examination of visitation to the Australian Ex-Prisoner of War Memorial in Ballarat, Victoria, Australia. Though visitation to a war memorial or visitation to places associated with important people may appear disparate they both share the commonality that they are external actions with reverential intent, they are both examples of homage tourism.

⇐ **Song-Turner, H. Seminar Series Presentation**

“Issues in Doing Business in China.” presented 21 February 2007

This discussion is based on a seminar paper “Doing business with China”. China is enjoying a far more vigorous growth in recent years and the economic ties between Australia and China have had a significant increase. Despite the fast embracing western lifestyle and economic development, beneath the veneer of Western modernism, the long-standing cultural traditions rooted in a 2,000-year-old ideology continue to have an important influence on the way of doing business in China. For Australian businessman and enterprises seeking to successfully do business in China, the best way starts with gaining a basic understanding of the business culture and practices. In this paper, the author aims to enlighten audiences with the following knowledge.

- Unpacking present day guanxi culture
- The present day gift giving culture
- Understand power and control issues
- Getting to grips with negotiating tactics in a different culture

⇐ **Knox, I. Seminar Series Presentation**

“Refworks” presented 7 March 2007

In this seminar, Ian Knox shared his experiences of using Refworks, an online bibliography and citation generator, and research management tool. Ian stressed that this seminar was not a replacement for a formal training session (conducted by the library); rather it was an opportunity to see Refworks demonstrated and discussed from a researcher's point of view. Ian currently has about 300 citations in his Refworks database and to date his experience has been overwhelmingly positive despite the occasional glitch.

⇐ **Carnegie, G. Seminar Series Presentation**

“The Portrayal of Accounting and Accountants following the Enron Collapse” presented 21 March 2007

The dramatic collapse of Enron, among other corporations including WorldCom in the USA, HIH in Australia and Equitable Life Assurance Society in the UK, combined with the demise of Arthur Andersen in the early 2000s, brought professional accountants and the international accounting profession under intense scrutiny. This latest round of financial scandals provides the opportunity to examine how professional accountants, and accounting under duress, are portrayed in popular culture. The paper examines the array of books written on the failures themselves and their implications for corporate governance and the survival of the financial system. Changing public stereotypes of accountants may lead to renegotiation or even termination of the “social contract” between society and key organisations (such as the large international accounting firms). The paper explores how commentators have drawn on the history of accounting to analyse the changing activities of accountants (including the rise of consulting) and to contrast the personalities of “founding fathers” of the US accountancy profession with their early twenty first-century successors. The paper concludes that episodes such as Enron and the public reaction to the role of auditors in corporate collapse may be “negative signals of movement” for the accountancy profession, creating threats to the ongoing professionalisation project.

Higher Degree by Research (HDR) Student News

Forthcoming HDR Confirmations

The following confirmations will be held in the next three months.

Jessie Harman

Confirmation date 20 April 2007

PhD Topic: "Enterprising Nonprofits: Forming New Social Ventures"

Brendan Kelly

Confirmation date 7 May 2007

DBA Topic: "Distributed Leadership in Private and Public Sector Organisations"

Shuwei (Steven) Wan

Confirmation date 11 May 2007

DBA Topic: "Red Way into Red China – Entry Strategies into China for Multinational Corporations"

Ameeta Jain

Confirmation date 18 May 2007

PhD Topic: "Population Driven or Innovation Driven: A Question of Sustainability in a Nascent Urban Centre"

Nina Hall

Confirmation date 25 May 2007

PhD Topic: "Local Community Engagement in the Development of Ecotourism in Protected Areas of Victoria"

Confirmation of Candidature

We extend our congratulations to the following students, who recently completed their Confirmation of PhD Candidature:

Gui (John) Qin

PhD Topic: "Distinguishing Negative and Positive Effects of Diversity: A Solution to Resolve the Diversity Paradox"

Lili Pi

PhD Topic: "Beyond Firm Performance: The Cause of CEO Turnover in Chinese Listed Companies"

Laura Davenport

PhD Topic: "Self-Regulation of the Australian Accounting Profession"

New HDR Enrolments

Three new PhD students have enrolled as follows:

La Vergne Lehmann, David Lynch and Helen Song-Turner.

La Vergne Lehmann will be based in Horsham with Widcorp. La Vergne's research project is "Valuing Water in Dryland Areas for Tourism".

Principal Supervisor Associate Professor Ian Clark
Associate Supervisor Dr Pam McRae-Williams

David Lynch is a Research Associate in CRIC at the Greenhill Enterprise Centre. David's research project is "The Relationship between Market Orientation, Innovation and Performance with SMEs"
Principal Supervisor Professor Julian Lowe
Associate Supervisor Dr Steven McEachern

Helen Song-Turner is a current staff member with the School. Helen's research project is "Exploring Marketing Philosophies: Which Perspective should Guide Marketing Practitioners in the Emerging Chinese Market"
Principal Supervisor Dr Jerry Courvisanos
Associate Supervisor Dr Margaret Zeegers (Education)

Postgraduate HDR Scholarships

The School of Business HDR Scholarship will be offered in 2008.

Eligibility

To be eligible to apply you must satisfy the following conditions.

1. Be enrolled in a Masters/PhD/DBA full-time in the School of Business.
2. Be 'confirmed' as a HDR Candidate.

Applications will be assessed against the following criteria:

- a) Capability to undertake a research programme
- b) Ability to complete in a timely manner
- c) Demonstrable need

Assessment Criteria

Continuation of scholarship funding will be subject to satisfactory completions of all relevant 6 monthly and annual progress reports.

The School of Business reserves the right not to offer a scholarship in any round of applications.

The closing date for receipt of applications is 15 January for a decision during the first semester.

Honours Scholarships

The School of Business now offers up to **seven** discipline-specific honours scholarships per year to the value of **\$5,000** in the following discipline areas: Accounting, Economics, Law, Human Resource Management, Management, Marketing; and Tourism. The **two most meritorious applicants** will be offered scholarships worth **\$5,000 plus course fees (c. \$7000)**. Write-up scholarships will be offered worth **\$1000**.

Applications close: Wednesday, 11 April 2007

Thesis submissions

Jaloni Pansiri and Fred Cahir have submitted their PhD theses for examination.

Other News

ARC Discovery Project Application

Associate Professor Ian Clark and Dr Mary Hollick have submitted an ARC Discovery project application with Associate Professor Ruth Rentschler, from the Bowater School of Management and Marketing, Deakin University. The research project is titled 'Deliberate and emergent strategies in Indigenous art, place and tourism in Victoria and the Northern Territory'. If the application is successful, the project will assess the value of Aboriginal art, place and tourism in ten case studies in the two study regions. The research aims to answer the question: what is the value of Aboriginal art, place and tourism? The project is seeking funding for two PhD students; one will be based at Ballarat under the supervision of Ian Clark, who will lead the Victorian component of the study.

News from Dr Jerry Courvisanos:

In February, I spent three warm weeks in Perth at Curtin University of Technology working on an ARC grant project with Prof. Harry Block on technological obsolescence in the Aust. manufacturing industry. We completed a paper being submitted to the Danish Research Unit for Industrial Dynamics Conference on Innovation in June at Copenhagen.

Currently Visiting Fellow at Centre for Strategic Economic Studies, Victoria University, City Campus, Melbourne. Working on a few projects with colleagues here: Modelling the Victorian economy, Innovation in emissions-reducing technologies, Role of R&D in large and small enterprises. Presenting a seminar at VU on my recent research: 28th March.

Research Monitor Upgrade

The Research Monitor is currently being upgraded to include more detailed information on the DEST categories and other minor changes.

EndNote Software Support

EndNote software support will cease as at 30 June 2007. HDR students who are scheduled to complete their degree within 12 to 18 months will be given the opportunity to request an individual license for a further 12 months only. Students have been told that they are not permitted to continue to use the EndNote software without a license.

Refworks Training Sessions

The library is currently offering Refworks training sessions. Please refer to the library website for training session information.

<http://www.ballarat.edu.au/aasp/is/library/services/training>

2006/07 Working Paper Series

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.

Please submit papers to l.pike@ballarat.edu.au 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.

2006 HERDC Publications

The publications that are listed on the School's Research Monitor are currently being checked to determine if they meet the criteria for HERDC. It is crucial that we have all publications listed so that we can check and transfer the data to the Research Master at a later date.

All staff and research students are responsible for adding their publication information to the Research Monitor. If you have not listed your publication/s please list now.

New user accounts have been added for staff and students who previously did not have a login.

Once you have posted your publication/s to the Research Monitor, completed the checklist and signed the submission coversheet please send these and the publication information to:

Leona Pike
Research Administrator
Room B013

Research Workshops

Regular research workshops will be introduced into the School of Business. The purpose for the workshops will be to promote and increase research activities within the School. Suggestions for workshop topics should be emailed to l.pike@ballarat.edu.au

Other News continued

BARDSNET Autumn Meeting

Associate Professor Ian Clark will be attending the autumn meeting of the Business Academics Research Directors Network (BARDSNET) in Brisbane on Friday, 20 April 2007.

The themes for the meeting are:

- Business Research - Industry partnerships: what works and why.
- Higher Degrees by Research: taking stock - where are we at.

University of Ballarat Research Grant

Dr Glen Wood, Rosemary Shaw, Uma Jogulu and Robert Errey have won a University of Ballarat research grant of \$10,000 to research the levels and drivers of student engagement in the School of Business.

Human Research Ethics Committee (HREC)

Mr Sam Henson has joined the Human Research Ethics Committee.

Placename Conference 2007 at University of Ballarat

Monday 26 - Friday 30 November, 2007
CALL FOR CONFERENCE PAPERS

TRENDS IN TOPONYMY:
INDIGENOUS IDENTITY AND
THEORETICAL
DEVELOPMENTS IN PLACENAMES
RESEARCH

Since the ICOS conference in Pisa in 2005, research in the field of toponymy has taken new directions. This conference aims to consolidate these developments from around the world and will be a forum for sharing new academic and practical knowledge as it applies to indigenous identity and theoretical toponymy.

Trends in Toponymy will bring together researchers from fields including linguistics, toponymy, history, geography, planning, surveying, and indigenous studies. Convened by the School of Business, University of Ballarat, the conference will be held at the Mount Helen Campus of the University of Ballarat, Victoria, Australia, from Monday 26 November until Friday 30 November 2007. The program includes a full-day fieldtrip to the Grampians (Gariwerd) National Park, and visits to the Brambuk Aboriginal Cultural Centre, Aboriginal rock art, wineries, Sovereign Hill Outdoor Museum, Kirrit Barreet Aboriginal Art Gallery, and Ballarat Wildlife Park.

The conference aims to explore the following themes:

- *Indigenous toponymic identity*
- *Minority toponyms*
- *Microtoponymy*
- *Indigenous onomastics*
- *Toponymic theory*

This **CALL FOR PAPERS** invites abstracts of 150 words for 30-minute papers outlining recent or current projects, and/or identifying methodological, theoretical or practical issues. The conference will produce a fully refereed publication along with working papers.

Deadline for submission of Abstracts (plus 150 words on you and your research) was Friday 30 March 2007, however, late submissions are still acceptable.

Abstracts and inquiries welcomed ahead of time.

Please send via email to conference assistant, Ms Leona Pike, l.pike@ballarat.edu.au and cc. conference organisers: Associate Professor Ian Clark i.clark@ballarat.edu.au and Ms Laura Kostanski l.kostanski@ballarat.edu.au

Abstracts due 30 March 2007 (late submissions are still acceptable)
Full conference papers due 29 June 2007
Working Papers due 31 August 2007

Abstracts have been received from Finland, United Kingdom, Canada, Latvia, Norway, Poland, South Africa and Estonia.

Sponsorship received from:

- **Gold** – Office of Surveyor General Victoria.
- **Bronze** - Victorian Aboriginal Corporation for Languages.

Further Info: to be posted on

<http://www.ballarat.edu.au/ard/business/>
see "quick links".

Fees:

Postgraduate Students	\$ 175.00
Early Bird Registration	\$ 250.00
Full Standard Registration	\$ 300.00

CRIC News

Valuing a Landmark Urban Water Resource

CRIC has recently received a new research project funded by the Victorian Water Trust – \$201,000, over two and a half years.

Project details:

Price has proved to be highly efficient in allocating resources in a wide range of markets. Increasingly there are calls for price and markets to be used more extensively in the allocation of scarce resources like water. Some water resources, however, are not and cannot be priced, either because their use is seen as a basic right, the allocation of which is above price, or for reasons of societal and national health and well-being. In addition, many, for instance, enjoy some water resources, recreational and leisure resources, but there is no appropriate market because those who pay cannot be separated from those who do not. In these cases we need another way of understanding the value of the resource, and hence the required investment in it.

An answer is to use a survey approach that measures ‘willingness to pay’ or something similar that measures prices consumers *would be prepared* to pay. This approach has been used extensively but is subject to both theoretical and practical problems. In practice, willingness to pay may be very different to a decision to pay. And from a conceptual perspective there is increasing evidence that willingness to pay is based on remembered utility or value and not the actual utility or value experienced at the moment of consumption. This project uses the ideas and routines of measurement developed by Daniel Kahneman, Nobel Laureate, to develop more robust measures of value.

Throughout this project, CRIC will examine the value of water in the context of:

- The expectations of the community of users of the water resource (in this case Lake Wendouree): based on previous consumption experience, lifestyle choices and personal value systems, and community education regarding water systems
- Consumption value: the value derived by users of the resource at the time of their experience (and as they *remember* that experience)
- Investment value: the underlying (long-term) *environmental value* of the water resource to the ecosystem and to the community

Ballarat ICT 2030

CRIC has collaborated with CECC and CIAO to develop a major update of the City's Information Technology vision (known as Ballarat IT 2010). The new Ballarat ICT 2030 strategy will carve out a position for the City as a centre of excellence and a leading IT city generally.

For more information access Ballarat ICT 2030 website www.ballaratict.com

Grampians eLearning Strategy (GRENN & GHICTA)

After successfully undertaking an eLearning feasibility study for the Grampians Regional Executive Nurses Network (GRENN) and Grampians Health Information and Communications Technology Alliance (GHICTA), CRIC has recently completed a 1/2 day strategic planning workshop with Grampians Health stakeholders to develop an eLearning strategy for the region.

APEC WLN

Dr Patrice Braun has been appointed by the Hon. Julie Bishop MP as a member of the APEC Women Leaders Network, which will be meeting in Port Douglas in late June. The reference group is chaired by Ms. Heather Ridout, CEO of the Australian Industry Group and will take a leading role in formulating policy recommendations for submission to the APEC Leaders Meeting in September 2007.

AGSE Conference

Patrice Braun, Deidre Giblin, Ian Knox, Julian Lowe, David Lynch, Lili Pi and Shuwei Wan attended the 4th AGSE International Entrepreneurship Exchange held at Brisbane in February. The University of Ballarat was the best represented external institution at this international conference. The papers presented by the CRIC group included:

- Giblin & Lowe – *“Innovation and Change in the Victorian Fine Art Cluster”*
- Knox & Lynch – *“Endgame: Optimal Selling Strategies in Online Auctions”*
- Braun – *“The E-Factor: Advancing Women Entrepreneurs in the Digital Economy”*
- Lowe & Pi – *“CEOs as Entrepreneurs: Performance and CEO Turnover in China”*
- Wan & Lowe – *“Market Entry Strategy into China by Entrepreneurial New Venture Firms”*

CeCC News

The Centre for eCommerce and Communications (CeCC) operates as a business unit of the School of Businesses. Through applied research and community and industry engagement CeCC promotes innovation through the application of new technologies. CeCC also engages in knowledge transfer that has demonstrable relevance to, and impact on communities and regions served by the University.

Below are examples of recent applied research and consultancy services which span areas including:

- Knowledge management
- Single source publishing
- Web-based geographic information systems (GIS)
- Survey technologies
- Portal development
- e-learning and accreditation systems

Australian Federal Police

In late 2006, CeCC was engaged to create a web survey facility for the International Deployment Group (IDG) Rehabilitation and Reintegration Project. Since this time we have provided AFP with two proposals for additional work. The first proposal is linked to the original project. It will support AFP in disseminating the survey findings and in collecting and collating structured feedback. The second proposal involves collaboration with CHRP and is for the Provision of an Online Debrief and Feedback Process for IDG's Reintegration Team. We expect to be advised of the outcome of these proposals in the next couple of weeks.

Australian Tourism Accreditation Program

Implementation activities are about to commence to develop a national web-based accreditation program for operators in the tourism sector. The delivered services will be based on those piloted through the CRIC Building Better Business Online project. This project will assist in further demonstrating how CeCC effectively delivers service at a distance. The Project Manager will be located in Western Australia with Working Group members located in various states across Australia.

Central Highlands Regional Library

The intranet/extranet services which CeCC has established for the Central Highlands Regional Library have gained rapid stakeholder acceptance. A new project is now underway to extend the service through the development of an online reference database. The public area of the CHRL website is also to be redeveloped during the first half of 2007.

Department of Agriculture Forestry and Fisheries

Evaluation activities for the Young Australian Rural Network (www.yarn.gov.au) have commenced. A new online service which will support DAFF in receiving and reviewing applications for the Young People in Rural Industries Program is almost ready for launch.

Fitzroy Legal Services

The Victorian Law Handbook Online project will be officially launched by Rob Hulls MP, Victorian Attorney General during March 2007.

Legal Services Commission of South Australia

Contract negotiations with the Legal Services Commission of South Australia have been concluded. Implementation activities have commenced with the South Australian Law Handbook Online due for launch on 1 July 2007.

Victorian Law Foundation

A number of new projects are being explored with the Victoria Law Foundation. These include the Body Corporate Manual Online project using a similar model to Rural Law Online. CeCC is also to develop a business plan to support the Foundation in identifying how it can best expand adoption of web-based services.

UoB General Guide to the Presentation of Academic Work

CeCC has applied its single source publishing technologies to support UB staff in producing and maintaining web-based and paper-based versions of this important student resource. The online version of the General Guide was launched during O Week. It can be accessed at www.ballarat.edu.au/generalguide.

SAAP Homelessness Clearing House

CeCC has worked with the Commercial Services Unit (Gayle) and CIAO (Alison) to finalise a tender response for Department of Families, Community Services and Indigenous Affairs. The tender is for the provision of consultancy services for the development, establishment and maintenance of the SAAP Homelessness Clearinghouse. The online clearinghouse will collate, hold and disseminate knowledge of research, policy and good practice relevant to those parties concerned with understanding and addressing the needs of homeless people.

Conferences

- ← **Pi, L.**
 “CEOs as Entrepreneurs: Performance and CEO Turnover in China” presented at the 4th AGSE International Entrepreneurship Research Exchange in Brisbane, Queensland (6-9 February 2007).
- ← **Wan, S.**
 “Market Entry Strategy into China by Entrepreneurial New Venture Firms” presented at the 4th AGSE International Entrepreneurship Research Exchange in Brisbane, Queensland (6-9 February 2007).
- *For more information on the 4th AGSE International Entrepreneurship Research Exchange please refer to the CRIC News page.
- ← **Langton, J.**
 “Motives, Money and Microfinance – Are We too Reliant on Subsidies?” to be presented at the 14th Annual Global Finance Conference in Melbourne, (1-4 April 2007).
- ← **Dellaportas, S.**
 “Why do Good Accountants Do Bad Things? Conversations with Inmate Accountants” to be presented at the British Accounting Association Annual Conference in London, UK (3-5 April 2007).
- ← **Errey, R.**
 “Marketing Curriculum – The Missing Jigsaw Piece” to be presented at the 2007 Marketing Educators’ Association Annual Conference in San Antonio, Texas (26-28 April 2007).
- ← **Clark, I.**
 “The abode of malevolent spirits and creatures - caves in Victorian Aboriginal social organisation” and “In quest of Nargun and Nyols: a history of indigenous tourism at the Buchan Caves Reserve” to be presented at the 17th Australasian Conference on Cave and Karst Management, Buchan, Victoria (29 April - 5 May 2007).
- ← **Tuck, J.**
 “Managing Community Relationships and Reputation: Sustaining Competitive Advantage in the Australian Mining Industry” and “Stakeholder Priorities v Industry Perception: Reputations and Relationships in the Australian Mining Industry” to be presented at the 11th International Conference on Reputation, Brand, Identity & Competitiveness in Oslo, Norway (May 31-June 3 2007).
- “Drivers of Reputation in the Australian Mining Industry –Stakeholders v Organisational Perspectives” to be presented at the 3rd International Conference on Sustainable Development Indicators in the Minerals Industry in Milos Island, Greece (17-20 June 2007).

- ← **Jogulu, U.**
 “Leadership Aspirations and Expectations in Malaysian Middle Managers” to be presented at the Gender, Work and Organisation 2007 in Staffordshire, UK (27-29 June 2007).
- ← **Gottschalk, L.**
 “Gendered Spaces and Transgender Inclusion” to be presented at the 7th International Conference on Diversity in Organisations, Communities and Nations. Amsterdam, Netherlands (3-6 July 2007).

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

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

Document Authorisation:

All documents meant to be authorised by the Research Coordinator should be signed in order of availability as follows: Coordinator - Ian Clark; Deputy - Lorene Gottschalk; and finally Head of School. Anyone acting in these positions should be able to authorise the documents.

Contact details:

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

Leona Pike

Research Administrator, School of Business
 Telephone: 03 5327 9982
 Facsimile: 03 5327 9405
 Email: l.pike@ballarat.edu.au

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

We aim to produce this newsletter quarterly. We welcome contributions. Our gratitude goes to all who have contributed and made this newsletter a success.

The next issue will be: June 2007

Check a copy on the web at

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