



September 2008

Research Coordinator's Keynotes

Foreword to the Research Newsletter

Welcome to the third issue of the Research Newsletter for 2008. Once again, Research News showcases achievements in the School during the previous quarter. Congratulations go to staff who have achieved publications as outlined on page 2. Abstracts of research seminars presented July to September are summarised on pages 3-6.

Special mention must be made of Dr Jana Jagodic and her success in achieving her DBA. Congratulations Jana!

We welcomed two new research students into the School – see page 6 for details.

Our staff and HDR students continue to have an international research presence, and it is pleasing to note conferences attended included the locations of Belfast, Ireland; Liverpool, Great Britain; Montreal, Canada; Valetta, Malta; and Detroit and Anaheim, USA. New staff member Paul McPhee and Research Fellow Ti-Ching Peng are profiled.

The rest of the newsletter, pages 8-11 is taken up with staff research news and news from CeCC and CRIC.

I trust you enjoy this window into recent research accomplishments of the School of Business

Associate Professor Ian Clark
Research, Higher Degrees and Ethics Coordinator

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2007/2008 Publications

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

Refereed Journal Articles

- ⇐ ***Batten, J., Hettihewa, S., & *Mellor, R., (2008)**, 'Ethical Management Practice in Australia', *Global Business Review*, 9 (1), pp. 1-19.
- ⇐ **Hettihewa, S., & *Wright, C., (2007)**, 'Small Business Financing Issues', *The Southern Business & Economic Journal*, 30 (3 & 4), pp 49-64.
- ⇐ **Millmow, A., & *Kates, S., (2008)**, 'A Canary in the Coalmine, The Near Death Experience of History Economics in Australia', *History of Economic Ideas XVI*, 2008/3, pp. 78-94.
- ⇐ **Millmow, A., & *Kates, S., (2008)**, 'A Canary in the Coalmine: A Rejoinder', *History of Economic Ideas XVI*, 2008/3, pp. 112-118.
- ⇐ **Millmow, A., & *King, J.E., (2008)**, 'Crank or Proto-Monetarist: J.K. Gifford and the Cost Push Inflation Fallacy', *History of Economics Review*, 47 (winter) pp. 54-71.
- ⇐ **Millmow, A., & *Kates, S., (2008)**, 'The History Wars of Economics: The Classification Struggle in the History of Economic Thought', *History of Economics Review*, 47 (winter) pp. 110-124.
- ⇐ **Song-Turner, H., (2008)**, 'Plagiarism: Academic dishonesty or 'blind spot' of multicultural education', *Australian Universities Review*, 50(2) pp.39-50.

Refereed Conference Papers

- ⇐ ***Ali, A. Md., *Lee, T., & West, B.,** 'External influences on the development and professionalisation of accounting in Malaysia, 1957-1969', *2008 Accounting and Finance Association of Australia and New Zealand (AFAANZ) Conference* Sydney, Australia (6-8 July 2008).
- ⇐ **Backer, E.,** 'The relationship of VFR travellers with tourism industries', *New Zealand Tourism and Hospitality Research*, Hanmer Springs, New Zealand (3-5 December 2008).

- ⇐ ***Dellaportas, S., Langton, J., & West, B., (2008)**, 'Financial Reporting and Accountability in Charitable Organisations', *2008 Accounting and Finance Association of Australia and New Zealand (AFAANZ) Conference*, Sydney, Australia, (6-8 July 2008).
- ⇐ **Errey, R., (2008)**, 'Engaging Students in Marketing Classes', *Marketing Educators' Association: Reaching New Heights in Marketing Education 2008*, Salt Lake City, Utah, USA, (24-26 April 2008).
- ⇐ **Harman, J., (2008)**, 'Factors influencing successful collaboration: The Case of dKet', *2008 International Non-profit and Social Marketing Conference*, Wollongong, Australia (15-16 July 2008).
- ⇐ **Millmow, A., (2008)**, 'The History wars: the near death experience of the history of economic thought', *37th Australian Conference of Economists*, Gold Coast, Australia (30 September – 3 October 2008).
- ⇐ ***Wright, C., & Hettihewa, S., (2008)**, 'Money, Value and Accounting in the 21st Century', *Global Accounting and Organisational Change Conference*, Melbourne, Australia (9-11 July 2008).

Non-refereed Conference Papers

- ⇐ ***Joshi M, & Sidhu J., (2008)**, 'Internationalizing Corporate Accounting Curriculum- Use of Case Study Approach', *International Academy of Business and Economics Conference*, Las Vegas, USA scheduled (19-22 October 2008).
- ⇐ **Millmow, A., (2008)**, 'A little local difficulty: The classification struggle and the history of economic thought', *Asia Pacific Business History Conference*, Trinity College, Melbourne (February 2008).
- ⇐ **Millmow, A., (2008)**, 'The transition from Keynesian to Monetarist economics in Australia: Joan Robinson's 1975 Visit to Monash', *Seminar given at Latrobe University*, Melbourne, (16 May 2008).
- ⇐ **Millmow, A., & *Kates, S., (2008)**, 'The future of HET in Australia', invited address to a symposium at the *21st History of Economic Thought Society of Australia Conference*, Sydney (9-11 July 2008).

*Authors not from the School of Business.



Updated SoB Seminar Series 2008 Wednesday's 1.30pm

Date	Presenter	Title	Room
Wednesday 8 Oct 2008	Dr Patrice Braun	A Skilling Framework for Women Entrepreneurs in the Knowledge Economy	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:

Dr Steven McEachern

'Distinguishing households and residents in the study of household energy consumption - a multilevel approach' presented on 2 July 2008

Social science researchers examining the drivers and determinants of household energy use have regularly called for an improved understanding of the psychological and social processes underlying household decision-making behaviour to improve the quality and complexity of behavioural models. There is however an apparent gap in this research in the context of household energy consumption behaviour – the need to understand the social psychology of the household and the interaction of individual household members on household outcomes.

Processes of interaction, communication, education and normative influence occur within a household that a significant effect on household level outcomes. The extent to which these intra-household dynamics are considered within the literature is limited (Lutzenheiser, 2002), and without a clear conceptual framework. This paper argues that improved understanding of both individual-level and household level behavioural outcomes could be achieved by taking multilevel considerations of the household into account.

The paper therefore provides a first attempt to address this shortcoming by developing a conceptual framework for examining the dynamics of the household and their influence on environmentally significant behaviour at both an individual and a household level. Methods for evaluation of these dynamics are then proposed, in the context of an evaluation of a longitudinal solar energy program (the Central Victorian Solar City) aimed at reducing energy use through a combination of technical and social interventions in a sample of Australian households. The paper then concludes with a discussion of how such a multilevel conceptual framework can add to existing understanding of the determinants of household energy use.

Associate Professor Jerry Courvisanos

'Innovation and social learning: An economic framework for sustainable development in regional Australia' presented on 23 July 2008

The seminar develops a broad macroeconomic innovation policy framework for ecologically sustainable economic development that can be applied to Regional Australia. Social learning is the microeconomic adaptive tool at a regional level that enables this innovation policy to become operational. The increased frequency in Australia of drought and dramatic storms, together with mounting international scientific evidence, has raised the spectre of greenhouse gas emissions significantly deteriorating the economic viability of regional and rural communities.

Up until now in Regional Australia, ecological concerns of pollution and resource depletion

have generally been part of the overall management approach to agriculture and regional economic development – more successful in some places and some time periods than others, but still part of the existing economic paradigm. Greenhouse is “the inconvenient truth” that now faces Regional Australia, but its existing economic paradigm is clearly inappropriate for responding effectively and timely to this ecological concern. A completely different economic framework, based on economic activity that is satisficing (under conditions of ecological uncertainty) rather than optimising (under conditions of calculable risk) is required to address the ecological concerns of the future. An ‘eco-sustainable framework’ is developed in this paper which sets out an innovation policy aimed at satisficing goals towards a sustainable Regional Australia. The goals are specified in terms of ecologically sustainable rules in the context of long-term carrying capacities of the Regional Australia ecosystem. This ‘eco-sustainable framework’ is an attempt to set a policy framework for economic development that integrates social learning based on consistent and workable public policy tools that encourage and support entrepreneurial innovation that is greenhouse ecologically supportive. The seminar concludes by outlining practical applications in regional communities of this framework using concrete examples of ecological-based strategies and their integration into a complete innovation policy that directly addresses climate change.

Dr Jacqueline Wilson

‘Prison: Cultural memory and dark tourism’ presented on 30 July 2008

Historical prisons and other former centres of incarceration are common as tourist sites and museums throughout the world. The Bloody Tower (London), Alcatraz (San Francisco), Auschwitz (Poland), Solovki Gulag (Russia), Changi POW Museum (Singapore) and many others stand as examples of what has been termed ‘Dark Tourism’. In this regard Australia is no exception, but Australia has the unique distinction of itself having been founded as a jail, with convict transportees comprising the bulk of its original colonial population. It is thus arguable that for certain tourist visitors, the

experience of touring Australian prisons constitutes in some degree an affirmation of national identity. The author has researched dozens of former prisons throughout rural and urban Australia, assessing and analysing them both as Dark Tourism sites and as entities of public history. She interviewed a variety of people at each prison including curators, tour guides, former prison staff members, tourists and other stakeholders. She also took several hundred photographs of the prisons’ architectural features and, especially, interior surfaces where inmate graffiti was evident. She will present a selection of these images and discuss various aspects of her research and its ramifications for tourism and Australian national identity.

Professor Julian Lowe and Ms Lili Pi

‘Strategic leadership, performance, industry dynamics, and CEO tenure’ presented on 30 July 2008

Principal Topic:

This paper is part of a broader study of CEO performance and turnover in China. CEO turnover is usually represented as being determined by firm performance and corporate governance. In addition recent research identifies that CEOs are recruited to bring a specific skill set to a business, but as the industry context change, the relevance and hence tenure of these CEOs is reduced. One group of CEOs are those recruited on the basis of their entrepreneurial track record. This research analyses how the interaction between performance and corporate governance characteristics affects the tenure of this group.

Methodology/Key Propositions:

The research approach is through the development and testing of a model based on the earlier work of (Miller 1991), and enhanced by categorization of industry and CEO specific factors. Secondary data is extracted from the National Bureau of Statistics, China, and industry publications that provide commentary on the track record of mobile CEOs. The main proposition is that CEOs with a history of entrepreneurial behaviour, will maintain tenure if their performance continues to reflect the entrepreneurial dimensions that led to their appointment. This relationship will be

moderated by measures of corporate governance used in previous work (Zhao et al. 2005).

Results and Implications:

The research confirms the impact of governance, industry type and performance on CEO tenure. However, it also identifies “entrepreneurial” CEOs as an important subgroup for whom the performance criteria appear to be stricter and specifically related to performance factors reflecting their recruitment as entrepreneurs.

Associate Professor Mike Willis

‘Garbage in - garbage out - Researching the real world of China’ presented on 20 August 2008

With the current Olympics being held in Beijing, global attention is certainly focussed on China - this endlessly fascinating and often misunderstood nation. This research seminar discusses the author’s recent research on one of the most commonly cited - and perhaps misunderstood – aspects of Chinese cultural behaviour particularly as related to a Sino foreign business context. This is the issue of *guanxi*, or, perhaps to be more specific, the concept of personal networks and associated relationships formed between like minded people for the purpose of mutual benefit. Open any book on “How to do Business with China” and the term *guanxi* leaps out. Like some kind of Sino mantra *guanxi* is often seen as a key to successful business in China. But do we actually even know what it really means? Perhaps so – but, then again, perhaps not. Welcome to the real world of China. Research undertaken in 2007 and recently published (by the author) in the *Journal of International Consumer Behaviour* indicates that the old fashioned, and somewhat clichéd (and certainly simplistic) view of “*guanxi*” may be almost a misnomer: in fact within the world of *guanxi* there are a wide range of levels, and types, of personal networks which can be exercised for a range of functions and shared value not all of which is related to business at all. Over 30 types and levels of networks have been identified to date and more are on the way. The aim of this presentation is to uncover and delve into the true world of *guanxi* and associated personal networks and associated

relationships in China --- and, also, to warn against the simplistic and somewhat uni-dimensional view often given to these types of “terms” as they might or indeed might not (at all) to apply in China. Do we really understand China - no, not at all.

Mr Jonathan Langton

‘Financial reporting and accountability in charitable organisations’ presented on 3 September 2008

The not-for-profit sector is made up of approximately 700,000 entities employing around 600,000 people and controlling assets up to \$70 billion, with the largest charities comparing favourably in size and value to big business. Ordinary Australians donate in excess of While it is expected that many charitable organisations are well-managed and make a significant contribution to society, a lack of good governance and/or accountability could have devastating affects on the community. Official inquiries into the not-for-profit sector have questioned the lack of transparency and accountability created by a complex legal and regulatory regime. Critics of the existing regime have called for reforms including mandatory financial reporting requirements and an independent regulator to enhance public accountability and organizational efficiency and performance. This study provides an insight into the financial reporting activities of Australia’s largest charities so as to provide a measure of the extent to which charities meet public expectations of accountability. This involved the examination of over 100 publicly available reports for charitable organizations and the administration of a questionnaire. The majority of charities examined in this study provide community, welfare or health services, employ over 100 employees, and rely on a similar number of volunteers to assist with their activities. We have attempted to shed light on a significant failure of the not-for-profit sector to date, in that although our research highlights inconsistencies in reporting formats, ambiguous financial information and a high proportion of qualified audit reports there is a strong belief from charity organisations that the public is entitled to receive quality information on financial performance, suggesting that increased financial disclosures would be

beneficial to the charitable sector. Respondents supported 'programme accountability' (89.1%), 'fiscal accountability' (78.2%) and 'profit' (76.6%) as suitable measures of performance with the circumstances of not-for-profit organisations sufficiently different to require a specific and dedicated accounting standard for the sector.

Dr Lorene Gottschalk

'Motivation and work/life balance for casual staff and sessional teaching staff at the University of Ballarat' presented on 17 September 2008

The use of casual staff, including sessional teaching staff, is a common and practice in Australian universities. The numbers of casual staff in the higher education sector has increased significantly in the last decade. The traditional profile for sessional teachers of industry expert and student has changed. The sessional teacher is now more likely to be a person holding several casual jobs and seeking a career. Likewise general staff are also often people who would prefer job security and a career. This research was conducted at a regional Australian university and used a questionnaire targeting staff at both TAFE and higher education in all occupational groups and in depth interviews of sessional teaching staff. The findings were that staff who were employed in casual or sessional teaching positions often hold more than one job, at more than one institution and are seeking job security. They frequently, but unsuccessfully use casual sessional work as a career strategy. The result is frustrated careers. They seek work/life balance and flexibility. However, their conditions of employment, threatens work/life balance despite the rhetoric that casual work enhances work/life balance.

Conference and Seminars

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

- ⇐ **Braun, P.**, 'A skilling framework for women entrepreneurs in the knowledge economy', to be presented at the International Entrepreneurship Conference – 31st Institute for Small Business &

Entrepreneurship Conference, Belfast, Ireland (5-7 November 2008)

- ⇐ **Briody, C.**, Attended the Usability Week 2008 – Fundamental Guidelines for Web Usability, Melbourne (24 July 2008)
- ⇐ **Hall, N.**, 'Community consultation in environmental planning – Can it ever be truly independent?', presented at the 3rd Annual Joint University of Liverpool Management School and Keele University Institute for Public Policy and Management Symposium on Current Developments in Ethnographic Research in the Social and Management Sciences, Liverpool, UK (3-5 September 2008)
- ⇐ **Hettihewa, S.**, 'Globalisation, Demography, History and the Australasian Investor' and 'The impact of macroeconomic variable and demographic structure on share process – The case of New Zealand' to be presented at the 37th Annual Economic Society of Australia, Gold Coast (30 September – 3 October 2008)
- ⇐ **Hollick, M.**, 'Merging culture and experience: Complementarities in Tourism and Museums', to be presented at the 2008 Annual CECA Conference. Cultural Tourism: Trends and Strategies, Montreal, Quebec, Canada (29 September – 5 October 2008)
- ⇐ **Lehmann, L.**, 'Valuing water in dry land tourism regions', presented at the Sustainable Tourism 2008, Valetta, Malta (3-6 September 2008)
- ⇐ **O'Leary, P.**, 'Employer strategy and industrial relations conflict in meatpacking: How important is multi-plant capacity? Comparing Hormel, USA (1985-86) and Portland, Australia (1988-89)', to be presented at the 30th Annual North American Labor History Conference, Detroit, USA (16-18 October 2008)
- ⇐ **Wood, G.**, 'Sexual harassment (Australia) professional development workshop' and 'Women and Indigenous entrepreneurs symposium', presented at the American Academy of Management Annual Meeting, Anaheim, California, USA (7-14 August 2008)

Higher Degree by Research (HDR) Student News

DBA Success

Dr Jana Jagodic

We would like to extend our congratulations to Jana Jagodic on achieving her DBA.

DBA 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 Supervisors: Professor John Yearwood and Dr Patrice Braun

Abstract:

Rapid changes in the competitive environment and increasing customer demands drive the public and private sectors to innovate by continually investing millions of dollars in Information and Communication Technology (ICT) projects. Basically, organisations depend on ICT technology for every part of their business.

Companies are not only challenged to apply new technologies to remain competitive, they also need to spread (diffuse), manage and implement technological innovation across extended organisational boundaries. Diffusion, management and implementation of ICT innovation involve a considerable amount of risk and potentially protracted delays of technological projects. As a consequence of high demand for ICT innovation, as well as the risk of failure, a wide range of organisations such as state agencies and banks now employ so-called change agents to diffuse, manage and implement innovation within technological projects.

While a large number of academics and practitioners are concerned with change agents who alter organisational culture, structure and processes, relatively little research has been undertaken on the role of ICT change agents in the innovation process. Thus, this professional doctorate study aims to fill that gap by exploring ICT change

agents' project work experiences within state agencies and banks and fuse them with theory.

The research is based on case study methodology, including 41 cases within 12 target organisations in Australia and Germany. As a former ICT change agent, the researcher of this Doctor of Business Administration (DBA) study applied mixed research methods, also incorporating her ICT project experiences by using an individual reflection model. From this investigation emerged that change agents' roles are embedded in components (organisational structure, project stages) and processes (ICT diffusion, informal networks).

These findings underpin the model of ICT change agents who perform the multiple linker roles of these components and processes in order to deliver set project outcomes. The model is designed to inform practice by providing guidance for advanced ICT change agents' training in public and private sector settings.

New Research Students

We welcome two new research students:

Mr Shameem Ali

DBA Topic: Benchmarking visitor satisfaction levels against organisational objectives in a tourism enterprise

Principal Supervisor: Associate Professor Ian Clark

Associate Supervisors: Associate Professor Mike Willis and Dr Mary Hollick

Mr Cameron Roy

Masters Topic: An identification of the conceptualisation of the meaning of 'development' in a Chinese village context

Principal Supervisor: Associate Professor Mike Willis

Associate Supervisor: Dr Patrick O'Leary

UB Research Conference 2008

To all staff and students that would like to attend the "2008 UB Annual Research Conference: Crossing Boundaries: Connectivity, Collaboration and Confluence", register before the 3rd of October to receive the early bird registration fee. The University's annual one-day Research Conference will be held on Wednesday the 5th of November 2008. The aim of the conference is to showcase the exciting research work being conducted by our higher degree by research students and early career researchers, and to promote the significance and applicability of this research knowledge to the national benefit. The keynote speakers for this year will be *Professor Peter Gell* and *Dr Maryann Brown*.

The Postgraduate Association will hold a Dinner on the evening of Wednesday 5 November. Time: 6.30 pm for Pre dinner drinks. Venue: Res Dinner / Bistro. For further information, contact Matthew Hayward, Post Graduate Director, University of Ballarat Student Association, Ph: (03) 5327 9450, Email: m.hayward@ballarat.edu.au

For further information please visit the conference website provided below: <http://www.ballarat.edu.au/ard/ubresearch/researchconference/>

Other News

Welcome to New Staff

Research Profile Mr Paul McPhee – Lecturer in Economics

Paul McPhee holds a Bachelor of Economics majoring in economics and econometrics from the University of New England (Armidale, NSW), a Postgraduate Diploma in Applied Economics majoring in regional economic analysis and labour studies from the University of Queensland, and a Research Masters of Economics from the University of Queensland, and will soon submit his Doctorate which examines the global and domestic influences on regional innovation enhancing information flows for New South Wales regional exporters. Paul's

research experience includes extensive development and analysis of regional economic models in both his research masters and doctorate, and employment as a policy advisor / analyst within the Federal Treasury and Economic Indicator Division of the Australian Bureau of Statistics, where he developed and analysed economic indicators and reported on economic developments, contributed to budget and policy forecasts and developments, and provided ministerial advice. He has held an Australian Research Council (ARC) scholarships, attends ARC training programs and hold membership of the Regional Science Association (Australasia), the Economic Society and the Econometric Society. His recent research includes researching and testing regionally specific innovation and information enhancement policies for Austrade and the New South Wales Department of State and Regional Development. Paul's teaching experience includes several units of economics, quantitative methods and statistics from undergraduate through to postgraduate levels.

Research Profile Ms Ti-Ching Peng – Research Fellow (CRIC)

Ti-Ching Peng has moved from Queensland to Ballarat to take up the position as a Research Fellow within CRIC. Ti-Ching is currently at the stage of finalizing her PhD thesis in the School of Economics, University of Queensland. Ti-Ching has previously completed a Master of Economics (2004), Bachelor of Art in Economics (1999) and a certificate in French (1999). Ti-Ching's research interest is in behavioural economics, especially in the area of consumer decision-making. Ti-Ching along with two other authors have also published a journal article in the Journal of Economic Psychology titled "Decision-Rules Cascades and the Dynamics of Speculative Bubble", (28 (3), 2007 pp.351-364). Ti-Ching's main role in CRIC is to contribute to research projects and maintain an active research profile.

Dr Glen Wood's travel report

Glen Wood has recently returned from attending three conferences in the UK and the USA. She was an invited stream leader

in the inaugural Equal Opportunity International conference in Norwich, at the University of East Anglia and delivered a paper at the Eighth International Conference on Knowledge, Culture and Change in Organisations, held at Cambridge University on 5-6 August. She then flew to America to join international colleagues (from the UK and the US) to deliver a workshop on Sexual Harassment in the Workplace, and a symposium on Entrepreneurial Women in Australia - an Indigenous perspective at the American Academy of Management conference in Anaheim on 7-14 August. Some very useful links have been made with international colleagues researching in similar areas, and Glen's future research will focus on entrepreneurial women in the Asia Pacific region, as well as exploring what research is currently being undertaken in the area of Indigenous entrepreneurs in Australia. Glen has recently submitted a chapter entitled "Stories of Success in Developed Markets: The Australian perspective" to a UK book to be published in March, 2009 (International Research Handbook on Successful Women Entrepreneurs to be published by Edward Elgar Publishing).

Funding grant received by Jonathan Langton

Name of grant:

Asia Pacific Interdisciplinary Research in Accounting (APIRA) Research Grant 2008

PhD Research Area:

Changing Accountability Regimes and Non Government Development Assistance Entities: Implications for Organizational and Social Functioning

Funding Body:

APIRA in conjunction with the Association of Chartered Certified Accountants (ACCA).

Details:

Jonathan's PhD work in-progress was accepted for a funding grant of NZ\$3,000. The funding support provides an opportunity to have significant base level field input into Jonathan's PhD research at one of the key strategic Third World areas where Australian donor funds (subsidies) are being channelled. The field trip presents a unique opportunity to

further Jonathan's research profile, obtain rich in-depth field interviews and case notes and further his contacts in his field of research which includes financial intermediation, the accountability of development assistance and the sustainability of donor funds and subsidies.

Congratulations to Professor Brian West and Professor Garry Carnegie

Based on the research output of Professor Brian West and Professor Garry Carnegie the University of Ballarat was ranked 19th out of 38 Australian Universities in an article published by the Journal of the Institute of Chartered Accountants in Australia. This is a great achievement for both Professor West and Professor Carnegie.

Elisa Backer's media exposure in relation to VFR research

Since presenting some of her research findings on VFR (Visiting Friends and Relatives) Tourism at the National Tourism Futures Conference in June, Elisa Backer's research has started to attract considerable media interest. One of Queensland's Senators has requested access to some of Elisa's published works to examine this subject area's potential to assist with growing tourism in Australia. Elisa also featured in The Ballarat Courier recently, and was interviewed by ABC Radio as well as a twenty-minute interview on Statewide Drive. More recently, Elisa was interviewed by The Australian's Lara Sinclair. Editorial is also expected in The Age. Considering that VFR tourism has been historically overlooked as a research area, and Elisa's research indicates this tourism segment represents 55% of Australia's domestic travel, the interest to come from this research could be potentially enormous. Also on the subject of media exposure, our School of Business benefited from tourism exposure earned by the efforts of both Mary Hollick and Elisa Backer. Mary and Elisa have been visiting our local schools to present to high school students to encourage students interested in studying tourism to consider studying locally rather than leave the area for a northern location. This resulted in an interview by The Courier and a colour photograph and story in The

Courier. Mary Hollick's liaison with Disney Corporation has also successfully led to promotion of UB's School of Business with an article in The Courier together with a photo of two of our students. The featured students are applying for the Disney internships being offered at present.



*Photograph was provided by "The Ballarat Courier".

Applied tourism research goes national

An Australian Tourism Accreditation Program (www.atap.net.au) involving VIC, SA, TAS, ACT and NT has been based on services which were successfully piloted through a University of Ballarat, AusIndustry funded, pilot. The Building Better Business Online program (www.bbbonline.com.au) was a business skills pilot program based on tourism industry accreditation for micro tourism operators which was conducted by Dr Mary Hollick, Dr Patrice Braun and Luke Harris in the Goldfields (Central Highlands and Central Victoria) region of Victoria during 2004 and 2005.

The web-based services have been developed initially over a 12 month period, building upon infrastructure and know how which was developed through the delivery of the Victorian Better Business Program and other services over the past two years by the University of Ballarat's Centre for eCommerce and Communications (www.cecc.com.au) under the direction of Helen Thompson. This pilot provided significant insight into tourism industry capacity building via flexibly delivered online

skilling and knowledge sharing. Participants across the pilot region identified the time saving aspects demonstrated through the customised web-based learning, accreditation and assessment system. Tourism operators also confirmed they were drawn in by best practise examples and direct links to the online resources which assisted in bringing and keeping them up-to-date with industry information and developments. One of the key objectives of the research was to imbed the software and learning within a sustainable organisational setting so that the learning would grow and 'live on' at the completion of the pilot, so this is a very satisfying outcome. At the end of the pilot the developed model and services were adopted by the Tourism Accreditation Board of Victoria.

A national working group was subsequently formed with member organisations including:

- Better Business Accreditation Program Victoria
- National Tourism Accreditation Program Western Australia
- National Tourism Accreditation Program Tasmania
- National Tourism Accreditation Program South Australia
- National Tourism Accreditation Program ACT
- Northern Territory Tourism Accreditation Program

The Australian Tourism Accreditation Program has been developed by aligning the six state and territory based tourism accreditation programs. It addresses many of the issues that are covered in the development of a business plan with a focus on those elements which are keys to the day to day function of any tourism operation. The accreditation program includes business operating systems, licences and permits, insurance details, marketing plans, customer service delivery, human resource management, risk management, economic sustainability and financial systems, environmental management, social and cultural sustainability, codes of practice and codes of ethics. The national implementation of the program provides great potential for further research into operator performance benchmarking, and the online practises of tourism operators about which little is known.

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.

UoB finalist in Victorian Spatial Excellence Awards

The University of Ballarat was recently announced as a finalist in the 4th Annual Victorian Spatial Excellence Awards under the environment and sustainability category.

The project summary which accompanied the successful submission was as follows: Local Governments, Catchment Management Authorities and community organisations often lack the infrastructure and shared service models to support them in delivering decision useful spatial information in an intuitive, cost effective and timely manner.

The University of Ballarat has established a comprehensive technical environment and GIS platform which is strengthening the ability to put knowledge, information and data into action in ways that generate new benefits for the region.

Data distribution and management via interoperative web-based GIS has proved to be an ideal solution for distributing knowledge on groundwater, salinity, landslide and erosion. Data currency is improved, independently managed datasets are integrated, with public and expert access significantly enhanced. The goal, as more custodians of data contribute to the regional information pool, is to progressively build a knowledge base to support better decision making and resource allocations.

For further information visit www.cecc.com.au

Knowledge exchange with VeRSI

The Victorian eResearch Strategic Initiative recently invited CeCC representatives to report on its research and development

activities in areas including single source publishing and web-based GIS. Preliminary discussions around priorities for future collaboration were also held with organisations including the Australian Venom Research Unit, the eScholarship Research Centre and the Department of Primary Industries.

2008 Forum and 10th Anniversary Celebrations

On 15 August 2008 CeCC held its fifth annual Client Forum and Networking Session. The forum was opened by the UoB Vice-Chancellor, Professor David Battersby. Client presenters included:

- Tom McCue - Grains Research and Development Corporation
- George Hatzirodos - Legal Services Commission of South Australia
- Hugh De Kretzer - The Federation of Community Legal Centres
- Ian Nicolson - Australian Tourism Accreditation Program



Hugh De Kretzer – The federation of Community Legal Centres (one of the many presenters for the Client Forum and Networking Session)

**Photo provided by CeCC*

Copies of the materials presented at the forum can be accessed at www.cecc.com.au. Client representatives, current and past staff then gathered for the CeCC 10th Anniversary dinner which was held at the Alexandria on Lydiard.



Community Skills and the Shire of Chapman Valley

The Shire of Chapman Valley Western Australia has commenced implementation of the project titled Should I Stay or Should I Go. This project has been developed as result of ongoing drought hardship in the community, and increased pressure on families to source income off the farm.

In researching potential options for implementing the skills identification and database elements of the project, the Shire of Chapman Valley identified the University of Ballarat’s previous involvement in assisting communities such as the Wendouree West and small towns in the Ararat Shire in undertaking similar projects.

CeCC recently received confirmation that it will be engaged to establish web-based services which will support the Shire of Chapman Valley in collating, reporting and actioning information collected through the Should I Stay or Should I Go project.

Online Services for Southern Farming Systems

Southern Farming Systems is a farm driven, non-profit organisation helping higher rainfall farmers with real world research and information to produce real world results. The organisation has a membership of more than 800 members across five branches and two states. It maintains international affiliations and has a strong link with the Foundation for Arable Research in New Zealand.

CeCC has recently been engaged by Southern Farming Systems to deliver a secure and scalable online services platform capable of supporting the immediate and longer term requirements of Southern Farming Systems.

New linkages forged with Australasian Legal Information Institute

Over the past four years, CeCC has forged a strong relationship with organisations such as the Victoria Law Foundation, Federation of Community Legal Centres, Fitzroy Legal Service and South Australian Legal Service

Commission. All of these organisations share the goal of improving access to justice through better access to information.

CeCC is currently forging new linkages the Australasian Legal Information Institute (AustLII) who have become one of the largest sources of legal materials on the internet, with over two million searchable documents. Future collaborations with AustLII will add significant value to the services that CeCC provides to major producers of plain language legal information.

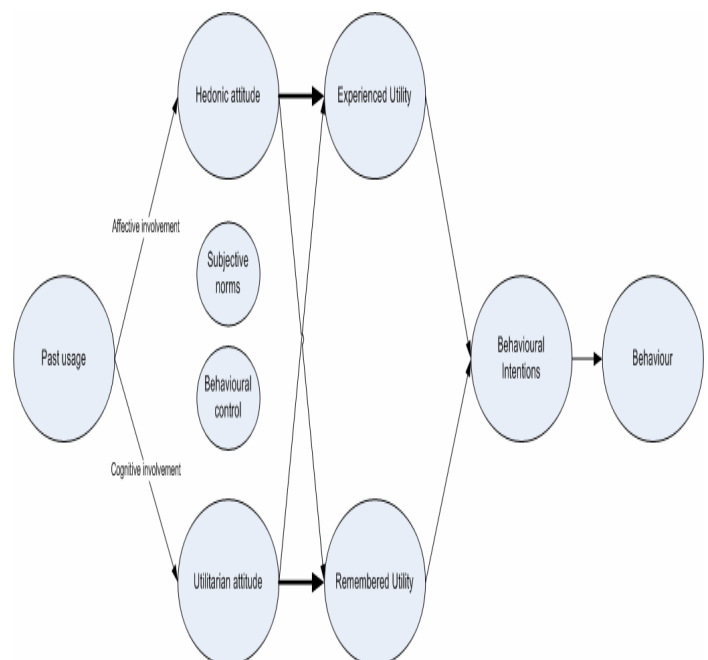
CRIC News

As we head into the second half of the year, CRIC is working on a range of projects. Any colleagues interested in these, contact Julian or Patrice.

The main strands of current research are:

Development and use of measures of wellbeing to assist in the valuation of non-market goods and decisions around the allocation of resources to them.

Here the team are using Daniel Kahneman’s ideas around remembered, experienced and predicted utility. These concepts are being used in the valuation of iconic water resources and heritage under a Victorian Water Trust grant. A diagram illustrating this approach is included below.



Theoretical underpinnings of Valuing a Landmark Resource Study (or Brian West's Bicycle) - How we value a resource or non-market good is a function of the immediate experience and remembered wellbeing. This approach integrates two theories regarding behaviour – Ajzen and Fishbein – the Theory of Reasoned Action and Kahneman and Tversky's taxonomies of utility.

Understanding 'Womenomics' and the contribution of women to national and regional growth.

Typically women in the labour force are seen as an equity issue – where discrimination and lifestyle reduce the ability of women to reach their full potential in the workforce. 'Womenomics' takes a different tack; it asks how, particularly in an ICT enabled environment, can better management of the labour force facilitate a more flexible approach to women's skilling and their career paths.

The question is then what impact will this have on regional and national development and growth. Essentially it is a supply side view of growth that sees skill shortages alleviated by increasing female participation and progression in the workforce.

The Economist estimates that Womenomics can lead to significant increases in GDP or GRP. This work is funded by the Office for Women, Ballarat City Council and DIIRD.

Population growth and regional migration in Australia.

Population predictions are important to the management of national resources and resource planning.

CRIC is working with the Department of Community Planning and the City of Ballarat on two projects that estimate population movements in our region, and that develop a model of the drivers of intra and inter-regional migration.

We are just commencing another project funded by RDV looking at metropolitan – regional migration flows.

Clustering and International linkages.

CRIC has a long history of Cluster's research and has three successful ARC APAI's to support this work. Recently through Dr Zhao Chao – a visiting scholar to Ballarat, the work is being extended to include the impact of international linkages on Chinese ICT clusters.

The work is research survey based but has also underpinned a successful event on the Ballarat ICT cluster calendar, when Zhao Chao and Shuwei Wan presented a seminar for local SMEs to encourage them to set up collaborative technology collaborations with China.

Demand and Supply based responses to Climate Change.

This is part of an AusIndustry funded program that began in 2008. It works on the assumption that progression of carbon reduction, water conservation, power and commodity management are influenced by endogenous adaptation at the firm and consumer level.

However, how rapid and sensitive is the adaptation process, is influenced by information asymmetries in product, labour and capital markets. The combined research and training program aims to identify and address these asymmetries.

In addition to these projects CRIC is also working on projects concerned with e-health, water, environmental activism, and an evaluation of the national solar cities program.

Our PhD students are progressing well and we expect three completions by December 2008 and three more by July 2009.

For further information visit www.cric.com.au

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 third issue for 2008. The comments received on Volume 4 – Issue 2 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: December 2008

Check a copy on the web at

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