

GRADUATE SCHOOL OF BUSINESS

Business Briefing Newsletter

AUTUMN 08

OUR COURSES

- > Master of Business Administration (MBA)
- > Master of Business Administration (Advanced)
- > Master of Business Coaching (MBC)
- > Master of International Business (MIB)
- > Master of Management (MMgmt)
- > Master of Project Management (MPM)
- > Master of Quality Management (MQM)
Dubai only
- > Master of Retail Management (MRM)
- > Master of Science (Logistics) MSc
- > Doctor of Business Administration (DBA)
- > Doctor of Philosophy (PhD)

Further information at:
www.uow.edu.au/gsb/



TOWN AND GOWN



Professor John Glynn, Dean of the GSB (left) with Rainmaker's Managing Director Mr Christopher Page.

THE GSB held its annual Town and Gown function at the Novotel Northbeach on Wednesday, 21 November, 2007.

This year's invited speaker was Christopher Page, the Managing Director and Group Publisher of the Rainmaker Group. Rainmaker is a leading financial services multimedia firm which delivers strategic, tactical and analytical information to the financial services sector. Rainmaker also publishes a number of specialised journals including the Financial Standard, the Australian Journal of Financial Planning and the Journal of Superannuation Management.

Christopher's address was titled "The Rise and Rise of the Australian Wealth Management Industry". Drawing upon Rainmaker's proprietary research, Christopher outlined long range projections for the growth of superannuation funds and related financial services businesses such as financial planning. Importantly, this research showed that the size of household investments in superannuation was likely to challenge the traditional domination of the banks in Australia's financial system.

The address was well received by attendees from local business, the Illawarra Business Chamber, staff and students of the GSB and the University community.



STAFF PROFILE

DR TATIANA ANISIMOVA

Bachelor of Sociology (Hons, First Class), Lomonosov Moscow State University

PhD (Marketing), Monash University

Tatiana joined the GSB in October, 2007 as a lecturer in marketing. Tatiana has taught product and brand management at the University of Melbourne, marketing principles at Monash University and strategic marketing planning at Victoria University. Prior to embarking on her PhD, Tatiana worked as an account manager and product manager for a number of years in Moscow. Most recently, Tatiana has worked as a senior consultant on strategies for marketing and social research in South Australia.

Tatiana's main research interests lie in the various aspects of corporate brand management across contexts and countries. This includes brand and product management, perception, the effects on perceived corporate brands on company performance outcomes, and corporate brand identity. A second stream of her research relates to integrated marketing communications, issues in marketing strategies and stakeholder marketing. Tatiana's research interests also encompass marketing research analysis and advanced data analysis (SEM).

Tatiana has had consulting relationships with a number of organizations including Toyota, Honda, Ford, Adelaide Festival of Arts, education.au, and the Department of the Premier and Cabinet in South Australia. She is affiliated with the Academy of Marketing Science, the European Marketing Academy, the Australian and New Zealand Marketing Academy and the Australian Supply Chain Management Research Unit.

REPORT ON MBA WORLD TOUR

IN late 2007, staff from the GSB participated in the Quacquarelli Symonds (QS) World MBA Tour. Quacquarelli Symonds Ltd is the leading global career and education network.

The MBA World Tour was attended by business schools from all over the world. At some of the larger fairs, more than two hundred business schools were represented and over two thousand potential students attended. Over a two month period, the tour covered seventeen cities in twelve different countries across Europe, Asia and India. Staff representing the GSB were kept busy promoting coursework and research degrees and providing detailed course advice to many hundreds of students. More than five hundred potential postgraduate students registered to receive additional information about GSB courses.

Participation in the QS World MBA Tour is an integral part of the GSB's marketing strategy. To enhance our offshore marketing during 2007 we also strengthened working relations with several key international agents and developed links with several international business schools.

MASTER OF BUSINESS COACHING

THE first cohort of students in the Master of Business Coaching started at Sydney

Business School in January. The students are from a wide range of backgrounds, including professional coaches and managers in public and private sector organisations. A joint venture with coaching company Shirllaws, the Master of Business Coaching gives students an understanding of business coaching theory and practice, and how to apply these in people management, strategy, the implementation of ideas and change management.

As business coaching is a relatively new academic discipline, the skill to undertake research using rigorous methodologies is important. Students also take electives in subjects that support their future career goals. Feedback from the first cohort of students has been very positive and applications have already been received for the 2009 intake.

RECENT VISITORS TO THE SCHOOL

PROFESSOR JOHN DIXON

The GSB hosted two research seminars in late 2007 featuring visiting academic Professor John Dixon, Professor of Public Policy and Management from the University of Plymouth. The first seminar, held on 29th November, was titled "The Contending Perspectives on Public Management: A Philosophical Deconstruction".

The second seminar, delivered with fellow speaker Dr Mark Rix from the GSB, concentrated on a global perspective on the



Master of Business Coaching Coordinator, Dr Grace McCarthy, with students from the first MBC cohort.

delivery of legal aid and access to justice. Both seminars were well attended by staff and postgraduate students and generated extensive discussion and debate. Dr Rix is currently visiting the University of Plymouth to continue his research collaboration on public policy and justice issues with Professor Dixon.

DR ERIK ROLLAND

Dr Erik Rolland, formerly the Associate Dean of Anderson Graduate School of Management at the University of California, and currently Faculty Chair of the Information Systems Department and the founding Director of the Heckmann International Center for Entrepreneurship MBA program, visited the GSB over January and February of this year. The purpose of his visit was to work with Dr Joshua Fan and follows a visit by Dr Fan to the Anderson Graduate School of Management in 2005.



Dr Joshua Fan, left, with Dr Erik Rolland at Sydney Business School.

Dr Rolland and Dr Fan are collaborating on joint research in the field of information systems using various modelling techniques. This collaboration is ongoing and they are working on two research projects to investigate the quality of information in online media and using artificial intelligence techniques to model skewness in portfolio selection. Dr Rolland has accepted an Honorary Senior Research Fellowship with the GSB and Dr Fan will be returning to the Anderson Graduate School to further their collaboration later in 2008.

The GSB has also recently hosted visits from Professor Amal S Kumarage from the Department of Civil Engineering, University of Moratuwa, Sri Lanka and Professor Chandana Wirasinghe, Dean of the Schulich School of Engineering at the University of Calgary, Canada.

DECEMBER GRADUATION CEREMONIES

STUDENTS and staff of the GSB and University of Wollongong at the Summer Graduation Ceremony, held on 17th December 2007.



Students Niladri Palit and Noppawan Laochaijaroenpon with GSB Deputy Dean Dr Nelson Perera



GSB Dean John Glynn with graduating student Peter O'Neill



Judy Nolan, Pauline Oei-Kalyaprasit and Dr Joshua Fan



Dr Nelson Perera (front) and Professor John Glynn (far right) with GSB graduands.



Professor John Glynn, Dean of GSB with guest speaker Gregory Brown, a UOW alumni and executive with Google, and UOW Vice Chancellor Professor Gerard Sutton.



Ms Xiaojing Dang with Dr Nelson Perera.

STAFF NEWS

DR MARTIN GOLD AWARDED PRIZE FOR BEST PAPER AT RESEARCH SYMPOSIUM

Martin Gold, Senior Lecturer at SBS, presented a research paper at a symposium held at Griffith Business School in Brisbane on 15 February this year. The paper was awarded a prestigious "best paper" prize and was particularly topical given the concerns which have recently emerged in the community regarding investment practices of the local government sector.

Dr Gold is one of few scholars in the world to have focussed his doctoral research on "fiduciary finance" - investment funds and the financial services food chain. His interest in the field followed a successful career as a fund manager before joining academia.

His paper outlined the legal background to the "prudent investor" standards which govern most managed investments, including superannuation funds.

Turning to the local government sector, it examined the differing investment guidelines which apply in Australia and found considerable diversity and some anachronisms which could hamper returns and diversification. Finally, and



Dr Martin Gold

controversially, it argued for a holistic reform of investment practices to centralise money management and improved Commonwealth funding of community needs.

UPCOMING NEWS

PROFESSOR FANG LEE COOKE

Fang Lee Cooke, Professor of HRM and Chinese Studies, and Director of the Centre for Chinese Business and Management Studies at Manchester Business School will be visiting the GSB in early April for a series of lectures at Wollongong campus and Sydney Business School. Fang has in-depth knowledge and insights which are relevant to anyone interested in developing business opportunities in China and India, or in attracting Chinese foreign direct investment (FDI) to Australia, or in the general topic of international human resource management.

Her visit is part of the 2008 ANBS Visiting Fellow schedule.

Please see the GSB website for further details.

AISAM

The Asian Intensive School for Advanced Management (AISAM) program will be offered in Penang, Malaysia from the 30th June – 11th July this year. AISAM is designed for students studying the MBA or other master programs and participants are expected to have business experience they can share with their fellow students and staff. Students receive up to two credits towards their master degree on completion of the AISAM program.

For further details on the AISAM Program and the application form, see the Australian National Business School (ANBS) website at: www.anbs.com.au

GSB RESEARCH WEEK

The GSB will be holding its Research Week from 7 to 11 July 2008. Activities will include research forums and seminars featuring current research by visiting academics, staff and students of the GSB. For further information, please see the GSB website closer to the date.

This publication is produced by the



GRADUATE SCHOOL
OF BUSINESS

University of Wollongong



Wollongong campus
University of Wollongong
Wollongong NSW 2522 Australia

Phone: (61 2) 4221 3751
Facsimile: (61 2) 4221 4709
Web: www.uow.edu.au/gsb

Sydney campus
Graduate School of Business
Level 14, 175 Liverpool Street,
Sydney NSW 2000

Phone: (61 2) 9266 1300
Facsimile: (61 2) 9266 1399
Web: www.uow.edu.au/gsb

Dubai campus
University of Wollongong in Dubai
Blocks 5 & 15, Knowledge Village
P.O. Box 20183 Dubai, U.A.E.

Phone: +971 4 3672400
Fax: +971 4 3672760
Web: www.uowdubai.ac.ae/