The conference provides an ideal opportunity to network with University research staff and students. To be held at Wollongong’s new Innovation Campus (iC) Function Centre, the conference welcomes members of the local business community along with the University’s students, staff and alumni to attend. The conference provides an ideal opportunity to network with University research staff and students.

Keynote Speaker:
Professor Fang Lee Cooke
Presentation topics:
- Research Assessment Exercise (RAE) in the UK
- Publishing your research in journals: insights from an author and reviewer

Fang Lee Cooke is Professor of Human Resource Management and Chinese Studies at Manchester Business School. Her research interests are in the area of employment relations, trade unions, gender and employment, strategic HRM, knowledge management and innovation, outsourcing, Chinese outward FDI and Chinese diaspora. Fang is the author of HRM, Work and Employment in China (2005) and Competition, Strategy and Management in China (2008). She has published over 80 academic journal articles and book chapters, in addition to numerous refereed international conference papers.

Keynote Speaker:
Professor Geoff Soutar
Presentation topics:
- Coefficient Beta: A Neglected Statistic
- Google Citations and the Australian Government’s Journal List

Geoff Soutar is a Professor and Nancy Keegan and Don Voelte Distinguished Scholar at the University of Western Australia Business School. Professor Soutar has published widely across a range of marketing and management areas and has been a consultant to a large number of private and public sector organisations in Australia and internationally. His present research interests include marketing of services (particularly educational services), the marketing of technology, the role of design in marketing, service quality measurement and management, agribusiness marketing and marketing’s role in the public sector.