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In 2009, the University of Wollongong made a decision to appoint an Executive Dean (Business) who is responsible for the strategic direction and planning for both the Faculty of Commerce and the Sydney Business School. My appointment to this role will see the continuation of the focus on quality in business education, a re-energising of links with industry and students to ensure that business programs are responsive to industry and student needs and continuing expansion of opportunities offered to both international and domestic students. Already we are in the process of exploring several new course concepts and innovative ideas for curriculum redesign. We are engaged in discussions with offshore partners, TAFE and other education providers to ensure that we do everything possible to maintain our student numbers during this difficult economic period. As we all know, the international market is rapidly declining and we need to look to new strategies to maintain our market share. At the same time, we are having to address the change to domestic graduate recruitment, which will start to impact from next year. Notwithstanding all of these challenges, it is critical that both faculties continue to develop and improve their research capacities. 2010 is already half over and all the indications are that the second half of this year and 2011 are going to present us with many and varied challenges. We have met these challenges before and I am sure we can meet them in the future.

The Faculty also achieved success in research performance, attaining research strength recognition from the University for the Institute for Innovation in Business and Social Research (IIBSoR). The Faculty improved its performance against each of the research performance criteria, with improvements in the quality of publications, grant applications and awards, the quality and number of higher degree research students and the number of applied research submissions won.

The year also saw a change in structure and the promotion of the then Dean, Professor Shirley Leitch, to Deputy Vice Chancellor at Swinburne University. I extend my thanks to Shirley for the direction she set for the Faculty. I look forward to facing the challenges for the Business Precinct and the Faculty as higher education moves into a more deregulated environment. Due to the commitment of Faculty staff to our students and to teaching and research, the Faculty is well placed to meet these challenges.

2009 was a year of major change for the Faculty as we moved to implement the Faculty vision of inspiring socially innovative commerce through research and education. Implementation occurred through all aspects of Faculty life from student recruitment, promotions, events and student bodies through to a major review of our Bachelor of Commerce undergraduate degree. The new degree differentiates it from any other undergraduate commerce degree in Australia. The degree is firmly built on the foundational multidisciplinary knowledge needed for commerce and business, so it maintains a strong focus on our core disciplines of accounting, finance, marketing, management and economics. However, we have built flexibility into the new degree so that first-year students, while studying a common core set of subjects, have choice of a range of subjects and all students complete a subject on socially responsible commerce in both the first year and as a capstone in the final year.

FROM THE EXECUTIVE DEAN

FROM THE DEAN

Professor John Glynn
Executive Dean, Business Precinct Dean, Sydney Business School

Professor Trevor Spedding
Dean, Faculty of Commerce
Professor Leitch welcomed over 300 students on Orientation Days in Autumn and Spring with recyclable water bottles, symbolising the impact commerce has on the environment. Professor Leitch outlined the strong discipline base of our degree in Commerce and the attractive employment opportunities it afforded our students. The Faculty of Commerce prides itself on strategies aimed at engaging students and providing a student experience that is both academic and social. The ultimate goal is successful completion of University studies and attainment of employment of choice. The Faculty of Commerce has reached an undergraduate full-time employment rate of 85% for 2009 for students studying Commerce (sourced from the 2009 Graduate Destination Survey). The success of our strategies is also reflected in the 12% increase in enrolments and over 60% growth in the elite Dean’s Scholars degree.

To take the pressure off students studying for the HSC, Commerce introduced Early Entry in 2008 and expanded the program in 2009, with some 330 students guaranteed a place in Commerce. Transition to university can be challenging for some students. The Faculty initiated pre-enrolment information sessions for both parents and students to help them gain a better understanding about enrolment and what to expect when studying commerce.

Commerce also sponsored key student events in 2009. Over 125 students study the Bachelor of Business Administration, Events, Tourism and Hospitality through a joint UOW and TAFE program. Students in these programs graduate with a Diploma form TAFE and a degree form the University. To encourage practical application of skills the Faculty sponsored the Dining with the Stars event where students planned, prepared and served a five-star three-course meal for more than 250 community and business people.

The Faculty has launched its Facebook site at www.facebook.com/uowcommerce to provide another means for students to give feedback and to engage with the Faculty.

COMMERCE ON FACEBOOK
TEACHING AND LEARNING

Teaching and learning in the Faculty of Commerce achieved national recognition in 2009. UOW was one of only four universities in Australia to score in Band A in all four discipline groupings, including Business and Economics, in the Federal Government’s 2009 Learning and Teaching Performance Fund. In addition to this, the Faculty scored highly against national benchmarks, receiving positive ratings in the Course Experience Questionnaire (CEQ) for all disciplines in relation to graduate qualities, overall satisfaction and good teaching, with the greatest improvement for Accounting and Finance. The Faculty exceeded its target by 3% for positive feedback on the Student Experience Questionnaire ( SEG), achieving 78%.

The comprehensive review resulted in the creation of a Bachelor of Commerce degree that incorporates all of the core disciplines necessary for work in commerce and business fields. It also incorporates seven core subjects plus an elective subject at first year, and then a capstone subject in third year that inspires learning grounded in socially innovative commerce. This means that the Faculty believes that business education needs to ensure that graduates are responsible in business practice and are able to build business wealth as well as recognising the responsibility of business for societal well-being.

The Faculty Education Committee (FEC) has governance responsibility for the approval and quality assurance of the faculty’s teaching and learning programs. Building on the review and development of Commerce’s graduate qualities, the Faculty embarked on a major review of the Bachelor of Commerce degree in 2009. The comprehensive review resulted in the creation of a Bachelor of Commerce degree that incorporates all of the core disciplines necessary for work in commerce and business fields. It also incorporates seven core subjects plus an elective subject at first year, and then a capstone subject in third year that inspires learning grounded in socially innovative commerce. This means that the Faculty believes that business education needs to ensure that graduates are responsible in business practice and are able to build business wealth as well as recognising the responsibility of business for societal well-being.

QUALITY

The Faculty intends to continue its commitment to quality and will commence a comprehensive review of our specialised postgraduate masters programs in 2010. Further, the Faculty will explore new undergraduate program potential. The Faculty also implemented an online subject outline system which will provide opportunity for the Faculty to monitor graduate qualities, learning outcomes and assessment across subjects and courses. In recognising the important role that tutors play in our students’ education the Faculty hosts ongoing development days for tutors and has implemented new processes for working with casual teaching staff.

In order to recognise and celebrate the important academic achievement of our students, the Faculty works with industry, who sponsor over 45 prizes for academic excellence. The role of our industry and community sponsors is invaluable to our students and the Faculty and Commerce thanks them for their generosity. Appendix 2 lists our sponsors and student prize-winners.

INNOVATIONS IN COMMERCE | 2009/2010

STUDENT AWARDS

Above: Winner of the Bluescope Steel Scholarship, Viktor Discara, receives his award from Carlo Discara

Above: Participating in the signing of the PSB Academy agreement are (from left) Senior Vice President of PSB Academy, Anthony Goh; the CEO of PSB Academy, Steve Lai; UOW Pro Vice-Chancellor (International), Professor Joe Chicharo; and then Dean of Commerce, Professor Shirley Leitch

INTERNATIONAL AGREEMENT

The Faculty of Commerce offers programs in Singapore, Dubai and at the University Education Centres at Southern Sydney, Bega, Batemans Bay, Moss Vale and Shoalhaven. The Faculty also began a major expansion of its operations in Singapore. An agreement with PSB Academy was signed in Singapore by the Dean of Commerce, and the Pro Vice-Chancellor (International).

Our students also received recognition for participation in the Australian National PASS Leader Awards, which acknowledge the outstanding contribution to student learning that PASS leaders make. Amber Yan won the prize for Commerce in the Senior Leader category. UOW was the only institution to take out two prizes.

FACULTY EDUCATION COMMITTEE

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The Faculty internship program provides a further opportunity for industry to work with Commerce to the benefit of our students, industry and the Faculty. The Faculty internship program successfully placed 80 interns in 2009 and demand is growing. After completion of the program, students have reported fantastic results such as employment at their host organisation, graduate jobs secured, networking opportunities and continuing experience.

Booth Partners, an accounting firm in Nowra, were thrilled with their first student, Tanja Radmanovic, and have since offered her employment after the completion of her degree. They subsequently have hired their second intern, Stephanie Oates, and have further confirmed an additional two interns for 2010. Amy Wilson (pictured at left), who developed a marketing plan at Mollymook Golf Club, says that the internship was pivotal during the interview for which she secured a graduate position in Sydney. "The internship assisted me to communicate to employers that I can apply what I have learned at University to the workplace. It strengthened my application in all stages of the graduate process, including my resume, selection criteria and interview responses."

One of the Faculty's most outstanding teachers, Peter McLean from the School of Management and Marketing, received an ALTC (Australian Learning and Teaching Council) Citation for Outstanding Contributions to Student Learning for Embedding Learning in Social Narratives and Engaging Students in Professional Networks in the Field of Human Resource Management. This is an outstanding achievement as Peter has earned the academic equivalent of a grand slam in obtaining a PhD, an OCTAL Award (VC's Award for Outstanding Contribution to Teaching and Learning) and a Carrick Citation (granted by the Carrick Institute to people who have made a significant contribution to student learning over a number of years) in the same year.

In regards to his teaching, Peter commented: "Diversity in my teaching portfolio has been an intentional strategy to gain first-hand knowledge of the learning outcomes and subject content of all Human Resource Management subjects on offer within the School of Management and Marketing. A broad understanding of the management and HRM disciplines enables me to contextualise learning and to assist students with the integration of the theoretical frameworks encountered in various subjects across the disciplines.

"My contributions to learning and teaching are motivated by a commitment to providing a supportive and intellectually challenging educational experience for every student. My approach to students is to provide opportunities for a mentoring relationship, rather than being an emotionally disconnected disseminator of knowledge. Lectures, tutorials and assessments are designed to engage students in professionally relevant learning rather than surface learning and merely to pass exams.

"I view effective university teaching as being accomplished by an integrated collegial team rather than by the efforts of a lone ranger. My teaching philosophy is informed by values and beliefs about the dignity and worth of human life and my commitment to make a positive difference in the life of each individual with whom I am engaged in the teaching and learning relationship."
The Faculty of Commerce continues to emphasise the quality of its research. The Faculty Research Unit leads the Faculty in achieving research output success, which is highlighted in Appendix 3: Awards, Grants and Presentations and Appendix 4: Publications. The Faculty research agenda is managed through the Faculty Research Committee, the membership of which comprises Chair (appointed by the Dean), Deputy Chair, Dean of Faculty (ex officio), Research Strength Director, Heads of Schools, School Postgraduate Coordinators, a HDR student representative, members of URC Committees and the Faculty Manager of Innovation & Commercial Development (MICD), in conjunction with the School Research Directors and Research Centre directors.

RESEARCH OUTPUTS

The Excellence in Research for Australia (ERA) initiative aims to identify and promote research excellence across the spectrum of research activity in Australian universities. ERA will evaluate the quality of research using indicators related to ranked outputs for journal publications, citation analysis, and peer-reviewed research income. The Faculty Research Unit has worked closely with the UOW Research Centre to prepare for ERA and was the first Faculty to submit ERA information as required. The Faculty has increased in A*, A and B-ranked journal output. Research publication output is summarised in Table 1 and detailed in Appendix 4.

Table 1: Research Publications

<table>
<thead>
<tr>
<th>Publications</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Books</td>
<td>6</td>
<td>5</td>
<td>8</td>
<td>8</td>
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<tr>
<td>Book chapters</td>
<td>20</td>
<td>21</td>
<td>19</td>
<td>15</td>
</tr>
<tr>
<td>Journals</td>
<td>105</td>
<td>145</td>
<td>119</td>
<td>145</td>
</tr>
<tr>
<td>Refereed conference proceedings</td>
<td>163</td>
<td>120</td>
<td>115</td>
<td>143</td>
</tr>
<tr>
<td>Total</td>
<td>294</td>
<td>297</td>
<td>302</td>
<td>344</td>
</tr>
</tbody>
</table>

*subject to verification

The Faculty is also committed to increasing output in commercial research and to this end recruited a Manager of Applied Business Research in September 2009.

Table 2: Research Income

<table>
<thead>
<tr>
<th>Year</th>
<th>Income Won</th>
<th>Income Received</th>
<th>Income Won</th>
<th>Income Received</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>$907,404.00</td>
<td>$419,971.81</td>
<td>$224,000.00</td>
<td>$563,536.30</td>
</tr>
<tr>
<td>2009</td>
<td>$4,985.71</td>
<td>$93,198.12</td>
<td>$43,636.37</td>
<td>$43,636.37</td>
</tr>
<tr>
<td>Grants</td>
<td>$0.00</td>
<td>$0.00</td>
<td>$300,000.00</td>
<td>$90,000.00</td>
</tr>
<tr>
<td>All Contract Types</td>
<td>$912,389.71</td>
<td>$513,169.93</td>
<td>$567,636.37</td>
<td>$697,172.67</td>
</tr>
</tbody>
</table>

"COMING OF AGE" – 21ST DOCTORAL CONSORTIUM

The School of Accounting and Finance hosted its 21st Doctoral Consortium on 31st July, with keynote speakers Professor Kerry Jacobs (ANU), Professor John Roberts (University of Sydney) and Professor Sharon Beder (School of Social Sciences, Media and Communication, UOW). The topic was “Coming of Age”. Emeritus Professor Michael Gaffikin established the doctoral consortium 21 years ago. As a forum, the doctoral consortium has connected more than 1,000 researchers, academics and students exploring interdisciplinary perspectives in the field of accounting and finance.
Australia might be surrounded by water, but as a result of restrictions and wide media coverage, we’re all aware of the shortage of fresh water in our dams. Many Australians have opted to install a rainwater tank, but is waiting for rainfall a satisfactory solution for combating our water shortage?

Councillors in the Queensland town of Toowoomba thought not. In 2006 they proposed a plan to draw 25% of the town’s water supply from recycled effluent. Developments in reverse osmosis engineering have made it possible to recycle wastewater and sewage waste into safe, clean water for drinking and other household uses – generally of a higher quality than the tap or bottled water we have access to now. The residents of Toowoomba, however, voted the proposal down through referendum, some citing the yuk factor – “Yet Unknown Khemicals” – others claiming their town would become known as “Poowoomba”.

Professor Sara Dolnicar, Director of the Institute for Innovation in Business and Social Research (IIBSoR), says that since the public are aware of the shortage of fresh water in our dams. Many Australians have opted to install a rainwater tank, but is waiting for rainfall a satisfactory solution for combating our water shortage?

Professor Dolnicar and Dr Anna Hurlimann from the University of Melbourne, found that 99% of Toowoomba residents considered water conservation to be important, and that 95% claim to conserve water wherever they can. Only 21% of residents, however, felt that water conservation alone could solve Australia’s water problem, suggesting that most people recognise alternative water sources as a necessary accompaniment to conservation.

This is interesting given that 62% of residents voted against the implementation of recycled water as an alternative water source. Hurlimann and Dolnicar believe that a major factor in the referendum result was the highly emotional “No” campaign which focussed on discrediting factual information sources, although they also found that “politics, timing, vested interests and information manipulation also played a part”. Further research undertaken by Dolnicar and Hurlimann, along with Dr Bettina Gruen from the Vienna University of Economics and Business, found that a positive perception of recycled water was the most important factor for increasing public acceptance, followed by marketing strategies that make it a positive conversation topic – have a large part to play in the uptake of recycled water.

“We have the technology to recycle water safely and economically, but uptake of this option is our biggest hurdle”, states Dolnicar. “We need to educate people about both desalinated and recycled water – their advantages and disadvantages – before we can expect them to make the best choices for themselves and the environment”.

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Obtaining the status of a Research Strength is a demanding ambition, but in 2009, Commerce finally succeeded in doing so thanks to the efforts of several high-profile researchers within Commerce and Informatics.

Researchers within a number of complementary fields have been interested in developing and testing innovative and reliable measures (both qualitative and quantitative in nature) to solve questions in the fields of business, management, marketing, tourism and social services. Researchers operating within the Centre for Business Services Science (CBSS), the Market Research Innovation Centre (MRIC), and the Centre for Applied Systems Research (CASR) have been making significant contributions to this field of study, prompting the University to recognise their combined work as a “Research Strength".

The resulting establishment of the Institute for Innovation in Business and Social Research (IIBSoR) now brings all of these academics together under the one banner. IIBSoR projects currently include: the development of new ways to measure brand image; marketing methods for identifying and recruiting successful foster parents; strategies for
identifying tourism target markets; understanding what factors will increase public use of recycled water; models for managers to visualise how resource decisions will affect each step of a complex manufacturing process, and the development of new methods for understanding passenger experiences of public transport systems. Many of these projects involve international collaborations and partnerships and have significant Australian Research Council funding as well as contract and/or commercial research arrangements.

The establishment of IIBSoR demonstrates the University’s, and Faculty’s, intention to become recognised as a leader in the field of innovation in business and social research methodology and its commitment to the importance of this research to local and international growth.

RESEARCH NETWORK
Social Innovation Network (SInet)
The SInet is a network of researchers in the Social Sciences recognised and funded by the University who work together to share information, ideas and expertise leading to improved research outcomes and public visibility. SInet is a collaborative research network across a wide range of discipline areas with 18 Centres across several Faculties forming the core of SInet. Eight of these Centres are located in the Faculty of Commerce. The Faculty has been a strong supporter of SInet and contributed to its 2009 activities. One SInet success has been the Propel Program to develop future academic leaders. The main event for 2009 was the inaugural SInet conference held in September with the Deputy Prime Minister’s support which acknowledged its alignment with the Australian government’s commitment to social innovation. A book of refereed papers from the conference is currently being produced with a major contribution from the Faculty. This publication demonstrates the breadth of issues that concern SInet as well as the strong connections between them. From the conference, two themes of particular focus have been identified. One of these, The Green Theme, has been formed and consists of groups from each School within Commerce.

RESEARCH CENTRES
People and Organisation Research Centre
2009 was a productive year for the Centre as a Faculty Strategic Research Direction and as a node in SInet. It has strengthened its status as a cohesive and successful research unit, building on the work in 2008 to establish a clearer and tighter focus. The Centre has 18 full members, mainly from the School of Management and Marketing, and six associate members. The members of P and O have continued to direct their attention and energies to confirm the Centre’s focus on “emergence, change and precarious systems”. Following a deliberate policy to provide a positive supportive environment, P and O has funded collaborative research leading to several external competitive grant applications and numerous high-ranked journal publications. Major publications in 2009 include three books, ten book chapters, 24 refereed journal articles (including two A journals), 39 conference papers and seven others. Eight external grant submissions were made, with four successes, and six internal applications yielded four successes. P and O members supervised seven PhD and two Masters by Research completions in 2009 and continue to supervise 17 PhD and four Masters by Research students. A successful planning day in November has determined a strategic process whereby the future of P and O will continue to add value to research in the Faculty.

Marketing and Research Innovation Centre (MRIC)
The Marketing Research Innovation Centre (MRIC) aims at developing new methods of measurement and analysis in business and social research. MRIC is involved in a wide spectrum of projects, ranging from purely theoretical work (e.g. improving brand image measurement) to application areas of high national benefit (e.g. identifying demand-driven ways of achieving more sustainable tourism, identifying ways to best attract more foster parents, determining how Australians could be motivated to conserve more water). Most research projects are funded through the Australian Research Council.

In 2009, members of MRIC won three nationally competitive grants, published four manuscripts in A* or A ranked journals, won three awards and served on a number of editorial boards of international journals.

Centre For Applied Systems Research (CASR)
The Centre for Applied Systems Research (CASR) investigates organisational and societal problems using a broad range of systems approaches and techniques. This enables its members to address issues as diverse as assisting companies to adapt to changing technologies in their supply chains, building better Web-based services to promote greater citizen engagement with local government, developing new approaches to understanding customers’ experience of integrated public transport systems, theorising complex online purchase processes, and providing new methods and technologies to support parents of children with disabilities.

During 2009 the Centre had some major successes, including an ARC Linkage Grant on supply chain change, and contract research in new techniques for studying public transport experiences, particularly for cognitive or functionally impaired passengers. Most significantly, CASR became a foundation node (one of three) in the creation of the Institute for Innovation in Business and Social Research (IIBSoR) - the Faculty of Commerce’s only research strength. CASR is also a foundation node of the Social Innovation Network (SInet). During 2009, the Centre conducted a successful highengagement research workshop for PhD and Masters by Research students.
The Centre for Knowledge Management

The Centre for Knowledge Management was established in 2003, and has since consolidated its activities and membership to focus on applied research on knowledge in organisations and interrelated issues in Health Economics, Environmental and Resource Economics, Development Economics and Growth Economics. The Centre for Knowledge Management study for the Royal Australian Navy, and currently working on a three-year knowledge management study for the Royal Australian Navy.

In September 2011. During 2009, the Centre had four higher degree research students working under its guidance.

Help: A Social Marketing Perspective by Janice Bagot. The Centre also has two other PhDs nearing completion, both of which are helping students better understand the competitive commercial world. By examining the donation behaviour of corporations towards NPOs, and also ways of more effectively introducing marketing into charities, NPOs will receive practical assistance for their day-to-day operations.

The Centre for Human and Social Capital Research (CHSCR)

The Centre for Human and Social Capital Research (CHSCR) was established in mid 2006 with the objective of fostering high-quality research into issues that involve aspects of human and social capital. The CHSCR currently consists of eight academic economists. Members of the CHSCR are actively engaged in collaborative (as well as individual) research on topics such as education, health, household-time allocation, innovation, labour markets, poverty and inequality, productivity, and social-capital networks.

In 2009, members of the CHSCR published papers in highly ranked journals, won two prestigious Australian Research Council grants (in the fields of Economic History and Labour economics) and several Faculty research grants. The CHSCR contributed funding towards two research workshops being held in 2010: ‘Frontiers in Human Capital Research’ and the ‘Wellbeing Conference’. The Centre is currently offering a top-up PhD scholarship.

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Economic Studies, three refereed articles in ERA C-rated journals, a book chapter, an edited book, eight conference papers and twelve working papers.

Social Accounting and Accountability Research Centre (SAARC)
The Social Accounting and Accountability Research Centre (SAARC) was established in 2008 within the School of Accounting and Finance. SAARC forms one of the many research centres (or nodes) that operate within the University of Wollongong's Social Innovation Network (Sinet). SAARC researchers focus on a wide range of projects, from investigations into climate change initiatives, the Kyoto protocol, to the accountability of aid agencies and accounting's role in the deinstitutionalisation of mental health facilities. SAARC researchers acknowledge that accounting is not an objective, neutral practice, but emanates to a large extent from the justification and mobilisation of the agenda of private enterprises, governments, and non-profit organisations. Accounting and its networks of accountability are considered to have social and political consequences, re-forming the way in which we view the world. Major projects that were undertaken in 2009 included cross-institutional projects that were undertaken in 2009 included cross-institutional grant applications, a number of working papers, and a number of papers working papers.

Chinese Commerce Research Centre (CCRC)
The Chinese Commerce Research Centre was established at the end of last year with the support from the Faculty of Commerce and the School of Accounting and Finance. Associate Professor Gary Tian is the director of this new Centre. The centre currently has about ten PhD students of Accounting and Finance. Associate Professor Gary Tian is the director of this new Centre. The centre currently has about ten PhD students. The Social Accounting and Accountability Research Centre (SAARC) was established at the end of 2009. The Chinese Commerce Research Centre was established at the end of last year with the support from the Faculty of Commerce and the School of Accounting and Finance. Associate Professor Gary Tian is the director of this new Centre. The centre currently has about ten PhD students of Accounting and Finance. Associate Professor Gary Tian is the director of this new Centre. The centre currently has about ten PhD students.

After merely three years in existence (representing 12 issues altogether), the Australasia Accounting, Business and Finance Journal (AABFJ) has achieved a B ranking in the recently released ERA journal ranking list – a list that gives the perceived quality/prestige of academic journals Australia-wide. The Australasia Accounting, Business and Finance Journal's main focus is to encourage research from areas of social and environmental critique, exploration and innovation as well as from more traditional areas of accounting, finance, financial planning and banking research. The Managing Editors are Dr Giorgian Smark (pictured below), Dr Ted Watts, and Dr Dionigi Gerace of the School of Accounting and Finance.

HDR Profile: Alan Pomering

Undertaking a PhD is a significant commitment; it takes years of dedication and focus. It’s really quite an unusual task, like completing a long assignment on one topic. Over the years it takes to complete, it naturally evolves. For full-time doctoral students, this might be more subtle and less noticeable, but when completing such a degree part-time it can be something of a rollercoaster ride – periods of intense concentration and achievement in between periods of distraction and setbacks over a not-insignificant portion of someone’s adult working life. Such is the lot of the PhD student. Perhaps the most difficult task is to come up with a topic that makes a significant contribution to knowledge in the chosen field, but at the same time is specific enough for the doctoral student to research within the time available. For me, the broad topic of interest started with the idea that if businesses were to use their capabilities to reduce the harm they cause and do more good for communities and society, this should assist their reputations and brand images at the expense of those firms not doing so. This seemed logical to me, and so I started to speak with colleagues and examine research in this general area. I quickly learned of a managerial philosophy and research stream little-known in Australia at the time: corporate social responsibility (CSR). I had my PhD topic. Or so I thought. It took several years of reviewing the growing stream of literature to come up with a sufficiently specific research question before I could go out into the field and start collecting data.

One of the interesting things revealed by the literature review was that CSR had largely been dealt with from a management perspective. But I was interested in the phenomenon from a marketing perspective. I was interested in how consumers might respond to firms’ CSR efforts, and this hinged on their...
The best thesis is a done thesis, helped immensely needed to complete. The words of my supervisor, maintain my interest and dedication over the years and looking forward, wondering if I would be able to more comfortable than standing at the beginning early stages. understanding of the topic area gained during the towards the end, however, was set up by a thorough was a relatively streamlined process. The momentum analysis of the data, and writing up the findings – researching the method, design, data collection, Once this was decided, the rest of the thesis – consumers might respond to firms' CSR claims. an insightful and controlled way to investigate how businesses might capitalise on the good things they were doing by getting their stories out into the marketplace. This was taking me into the territory of marketing. My research question was gaining focus: would consumers respond to such positive information? At a talk given to research students attending the conference doctoral colloquium session of the Australia and New Zealand Marketing Academy Conference (ANZMAC) in 2005, I took on board the advice of a senior Australian academic working in a US university: use the experiment method to complete the PhD. This was a revelation, and offered an insightful and controlled way to investigate how consumers might respond to firms CSR claims. Once this was decided, the rest of the thesis – researching the method, design, data collection, analysis of the data, and writing up the findings – was a relatively streamlined process. The momentum towards the end, however, was set up by a thorough understanding of the topic area gained during the early stages. Looking back over the process is always much more comfortable than standing at the beginning and looking forward, wondering if I would be able to maintain my interest and dedication over the years needed to complete. The words of my supervisor, “The best thesis is a done thesis”, helped immensely in encouraging me to stay the time and distance.
The Faculty of Commerce embarked on a focused community engagement strategy in 2009. The main objective of this strategy was to create a genuine relationship with the local Aboriginal community through a series of engagement initiatives. The Faculty formed the Indigenous Strategy Working Party, chaired by Emeritus Professor Don Lewis, and included representation from both general and academic staff of the Faculty, staff from the Woolyungah Indigenous Centre and members from the local Aboriginal community. The role of this working party was to identify ways in which the Faculty of Commerce could become a friendlier place for Indigenous people and therefore facilitate the establishment of a two-way relationship with the local Aboriginal community.

Jade Kennedy, Susie Pratt and Theresa Hayes were successful in winning one of four awarded Community Engagement Grants to undertake the creation of an initiative formulated through the working party – the short film ‘Acknowledgment of Dharawal Country’. This grant allowed not only the creation of the film but also the introduction of the Koori Kids Fun Day, which was attended by over 80 local Indigenous children who contributed to the artwork ‘Agullia’ which hangs in the northern entrance to the Faculty building (see above). The initiatives undertaken throughout 2009 and the first few months of 2010 have been met with much enthusiasm from the University and wider community and have been strongly supported by the local Aboriginal community.

The Indigenous Strategy for 2010 is heavily reliant on this genuine relationship the Faculty is building with the local Aboriginal Community, and it is therefore this relationship that helps guide our initiatives for 2010:

- The Indigenous Lecture Series
- The Connecting Koori Commerce students project
- Indigenous student prizes
- 'Acknowledgment of Country' on Faculty signage
- The Indigenous Film series
- The joint Community-Commerce Calendar
- The Australian Indigenous Mentoring Experience, and
- The increased appreciation of Aboriginal protocols.

Public seminars play a significant role in representing the Faculty to the larger community. The School of Accounting and Finance hosted its 21st Annual Accounting and Finance Doctoral Consortium on 31 July with three guest speakers discussing carbon credits; accounting and the global financial crisis; and qualitative research. This forum allowed discussion and reflection on the power of accounting to influence society, the responsibility and ethics that accompany that power, and how wealth is distributed. Keynote speakers were Professor Kerry Jacobs from 'The Australian National University, Professor John Roberts from the University of Sydney, and Professor Sharon Beder of the University of Wollongong.

A prominent research economist and media commentator on Australian economic policy presented the 2009 Annual Economic and Social Policy Public Lecture at the University of Wollongong on Thursday 23 July, 2009. Professor John Quiggin, an Australian Research Council Federation Fellow in Economics and Politics at the University of Queensland, spoke on the topic of "Climate Change and the Global Financial Crisis".

Professor Quiggin has produced more than 1,000 publications, including five books and more than 300 journal articles and book chapters in fields ranging from environmental economics, risk analysis, production economics and the theory of economic growth. He has been an active contributor to Australian public debate across a wide range of media. He is a regular columnist for The Australian Financial Review, to which he also contributes review and feature articles. Professor Quiggin frequently comments on policy issues for radio and TV. The lecture was a great success and very well received, with positive feedback from those who attended.

The Faculty supports fundraising for UOW Cares and for other charitable events including the biggest morning tea and 'jeans for genes' day.
The Commerce and Business Alumni Chapter was active in 2009 hosting two breakfast networking events. The first was held April at the Innovation Campus and had a focus on opportunities and challenges in the Illawarra. Ms Nieves Murray, the CEO of the Illawarra Retirement Trust, spoke of the important role of the IRT in our community, not only as an aged-care provider, but also as a training organisation and one of the region’s largest employers. Ms Murray provided a background of the phenomenal growth of the IRT as well as some insight into its plans for coming years. Professor Rob Castle gave attendees an update on current university enrolments, research grants and capital works presently being undertaken. The second event was held in December at the UOW Wollongong Campus. Professor John Glynn, Executive Dean, Business, spoke of the structural and personnel changes within the Commerce Faculty and The Sydney Business School. In addition, Professor Glynn provided suggestions as to how the Commerce and Business Chapter can best contribute to the Commerce Faculty, Sydney Business School and the broader University community. The Alumni networking events seek to communicate the latest happenings within the University and the higher education sector to alumni and other stakeholders. This ensures that alumni are informed of current issues and developments within the University and are able to effectively communicate and enhance the University’s reputation both domestically and internationally. In addition, the opportunity exists for alumni and the business community to share ideas, information and identify potential partnerships for the benefit of the University and community.

Ms Natalie Viselli was the recipient of the 2009 award.

In planning for 2010, the Chair of the Commerce and Business Alumni, Greg Kerr, has indicated priorities for 2010 are to expand the membership of the Commerce and Business Alumni Chapter particularly by having discipline and geographic specific representatives and to identify and implement strategies which will ensure that the Chapter utilises its large membership base for the mutual benefit of its members as well as the Commerce Faculty and the Sydney Business School.

Commerce graduate Jessica Saad is a prime example of the sort of socially committed student that the Faculty hopes to foster through its innovative curriculum. Pictured above celebrating her Bachelor of Commerce with parents Connie and John, sister Renea (who is studying Education at UOW) and boyfriend Anthony DeAngelis, Jessica displayed a strong commitment to social ideals throughout her undergraduate years. A UOW management cadet and Dean’s Scholar in the Faculty of Commerce, she represented student views at the high-profile 2008 Illawarra Connection Forum, taking the stage with senior funds manager Martin Littler, Illawarra Mercury editor Sheilah Howie, and Council’s general manager David Farmer. The forum was moderated by Vice Chancellor Professor Gerard Sutton. Jessica is currently on the board of the Illawarra Business Chamber and was runner-up for Illawarra’s Young Businesswoman of the Year. In 2009, she took part in part of a UN Environment Summit in Geneva. Two HSC study days were hosted by the Faculty to assist local students in achieving their HSC goals and to provide assistance to secondary school teachers in the region. The HSC Business Studies Day was held in June at the Wollongong Campus. There were approximately 200 students in attendance. Guest speakers included Associate Professor Diane Kelly, Faculty of Arts, Ian Walker, Deputy at Smith’s Hill High School and Mohan Dhall, Director of PLC Sydney Extension Centre. The HSC Economics Day was held in September at the Innovation Campus. There were approximately 100 students in attendance. Guest speakers included Associate Professor Graham Dabscheck, Senior Fellow Faculty of Law, University of Melbourne, Ross Gittins, Economics Editor of The Sydney Morning Herald and Ian Walker, Deputy at Smith’s Hill High School.
The Faculty is governed by an Advisory Board, the membership of which is provided in Appendix 5. The Advisory Board’s role is to provide strategic input into Faculty plans and developments and the members act as Ambassadors on behalf of the Faculty. The Faculty Executive meet regularly and have oversight responsibility to ensure the Faculty meets its goals and targets and supports the strategic direction of the University. The membership of the Executive is also provided in Appendix 5.

The Faculty recognised the achievement of our staff through the Commerce staff awards at an event held in February 2010. More than 60 people attended the Faculty of Commerce Awards Night to recognise exceptional achievement, excellence in teaching, research and general staff contributions to socially innovative commerce. Appendix 3 includes all award recipients.

Commerce Central, our student support unit, again participated in the customer service benchmark study conducted by Customer Service Benchmarking Australia and again performed well. Results achieved were higher than the Tertiary Sector average in the customer service, greeting quality and enquiry resolution areas. Getting through (connect time and greeting) were quicker than the Tertiary Sector average.

STAFF AWARDS

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RECYCLING

The Faculty was one of the pilot faculties for the University indoor recycling project. Sula Giannakenas was the Recycling Champion and led the way for the Faculty. Being a pilot for the project, Commerce had the benefit of helping form the way in which indoor recycling would occur throughout the University. However, it also had to creatively problem-solve some of the challenges that arose. The Faculty is now successfully recycling indoor waste.

From left: Advisory Board members David Farmer (Wollongong City Council), Warwick Shanks (KPMG), Dr Steven Anderson (Southern-MRI Pathology), Dr Mike Clements (Director, Internship Program), Theresa Hynes (Faculty Executive Manager), Associate Professor Gary Noble (Associate Dean, Business) and Associate Professor Michael Zanko (Associate Dean, Academic Programs).

Above: Associate Professor Abbas Valadkhani receiving a Research Excellence Award for his publishing record during 2009 from the Dean of Commerce, Professor Trevor Spedding.

The Faculty again ran two successful Walking challenges. The challenges require staff members to wear pedometers for a month and, in teams of three, achieve 10,000 steps each per day. We successfully walked the perimeter of Australia. We were greeted by the loss of our remarkable walking Champion and desktop support officer, Laszlo Abel. The Faculty remembers Laszlo and has established a student prize in his honour. We also value our ongoing relationship with Laszlo’s family.
School of Accounting and Finance

Head of School
Mary Kaidonis
PhD, MCom(Hons), BSc, DipAcc, GradDipAcc, GradDipAccSc, CPA

Associate Head of School (Accounting)
Anura De Zoysa
PhD, MEd(Hons), BCom(Hons), DipLap, FCA, CPA, CMA

Associate Head of School (Finance)
Ciaran Smark
PhD, BCom(Hons), GradCert(Fin Plan), CA, ASA, CMA

Emeritus Professor
Michael Gaffikin
PhD, MBA(Hons), BCom, DipTchg, FCFA

Professors
Brian Andrew
MCom(Hons), BCom, BLog

Warwick Funnell
PhD, MCom(Hons), BCom(Hons), BA, DipEd, CPA

Associate Professors
Indra Abeysekera
PhD, MSc, MCom, MEd, BSc, GradDip, HEd, ACMA, CPA

Kathie Cooper
PhD, BCom(Hons)

Mary Kaidonis
PhD, MCom(Hons), BSc, DipAcc, GradDipAcc, GradDipAccSc (Ed Coun), CPA

Gary Tian
PhD, MCom, MApsoFin, BSc, Dip. Bus. Stud.

Senior Lecturers
Corinne Curless
PhD, BCom Hons, BCom

Anura De Zoysa
PhD, MEd, (Hons), BCom(Hons), DipLap, FCA, CPA, CMA

Associate Head of School (Finance)
Dionigi Gareca
PhD, MFinEcon, BStatacs(ActSc(Hons)

Sam Jobello
PhD, MEd, BCom(Hons), BCom, CPA

Sudhie Lodh
PhD, MCom, MBA, BCom(Hons), CPA

Leo Morrisan
PhD, MCom, BCom, ASA

George Macklin
MSc(Econ), BCom, GradDipComplSc, GradDip(Mgmt Sc)

Kathleen Rooklin
PhD, MCom, BCom

Ciaran Smark
PhD, BCom(Hons), GradCert(Fin Plan), CA, ASA, CMA

Ted Watts
PhD, MCom, MedAdmin, BA, BEd, DipFinMgt, GCHE, FCFA, FICSc, CA, CMA

Lecturers
Fariba Ahmadi-Pirshahid
MCom(Fin), BCom(Hons), Dip, FIS(FP), SA Fin (Senior Associate)

Shiyam Bhalu
PhD, MSc, MEdMsc, GCFA, BSc, FAIBF, ASA, CABII

Graham Bowrey
PhD, BCom

Ian Fargher
MFA with Distinction, MCom, GradDipAcctg, BA, CPA, CFE, CPA public practitioner, PHF

Frieda Hui
PhD, MCom, BCom, CPA

Aline Jun
PhD, BBus(Hons)

Mara Kolinan
MEC, BFA, ASA

Lagnesh Kumar
MFinAcc(Dual), BCom(Hons), ACCA, CFA, CFE

Shiguan Ma
PhD, MCom, BCom

Ilan Mann
MAnalytics, BCom, FCFA, FFA

Paul Mazzola
MApp Fin., BCom(Hons), CPA, SA Fin

Kellie McCombie
MCom(Hons), BCom(Hons)

Run Penin
MCom(Bus14 acct), ASA, AFAIM

Parulian Sihal
PhD, MSc(Hons), BAcc., SE (U1), CMA

Connie Spasich
MCom(Hons), BBus, CPA

Andrew Tan
PhD, MCom, MFA, BBA (Hon)

Shirley Xu
MFA, MA, Res, BIB

Eagle Zhang
MFA, BBA

Associate Lecturers
Sandra Cheng
MCom, BCom

Sandra Chopra
MSc, MCom, BA

Carmen Rok
PhD, MCom, BAcc, CPA

Loredana Iskra
PhD, MBA, BFA, ACCA

Hajar Roudaki
MAccy-Research, BBA(Accy)

Associate Research Fellow
Linda Cohen
BA, DPhil, GradDipStat, CertEconGrad, DipDipEd&Pub with Distinction, AALL

School of Economics

Head of School
Professor Simon Vile
PhD, BA (Hon)

Professors
Professor Simon Vile
PhD, BA (Hon)

Associate Professors
Charles Harris
PhD, MA, B(AHons)

Helen Hasan
PhD, MSc, BSc, Grad Dip ComSci

Amnon Levy
PhD, MA, BA

Joan Rodgers
PhD, MAccSc(BA), B DipInstPac

Abeel Valadkhani
PhD, MSc, BSc

Eduardo Pol
Dr Ecolitic, Lic (Pol Ecol)

John Rodgers
PhD, MLA, DipInstPac, BAgEg

Peter Siminski
PhD, MMathEcon(Hons), BA

Lecturers
Ben Freyens
PhD, B(Hons)

Reetu Vemma
PhD, M Com, BCom(Hons), GradDipAppSci

Nadia Verrucci
MCom, BCom(Hons)

Dolg Yakshin
PhD, MA, BA

School of Management and Marketing

Head of School (to December 2009)
Professor Tevor Spedding
PhD, CStat, BSc(Hons)

Acting Head of School (December 2009 – Present)
Professor Barry Marriott
PhD, MBA, B(AHons)

Associate Head of School – Marketing
Associate Professor James Revesly
PhD, MA, BA(Hons)

Associate Head of School – Management
Associate Professor James Revesly
PhD, MA, BA(Hons)

Professors
Patrick Dawson
PhD, MSc(BSc)(Hons)

Trevor Spedding
PhD, CStat, BSc(Hons)

Academic staff

Executive Dean
Professor John Glynn
PhD, MA, MPhil, FCFA, FCACA

From December 2009

Dean
Trevor Spedding
PhD CStat, BSc (Hons), Announced 11 December 2009
Announced 18 January 2010

Shirley Ilaich
PhD, MA, BA
To December 2009

Associate Dean (Business)
(From December 2009)

Associate Dean (International and Development) (to December 2009)
Gary Noble
PhD, MCom(Hons), MBA, BElg, AFAIM

Associate Dean (Academic)
Michael Zanko
PhD, MBA, B(AHons)

Associate Dean (Research)
Sara Dolnicar
PhD, MBA, MPhych, BBA, BPhych

Directer Internship Program
Mike Clements
PhD, GradCert (Com) with Distinction, BCom Hons 1st Class

APPENDICES

APPENDICES

through research and education.
ILLAWARRA BUSINESS CHAMBER PRIZE FOR MACROECONOMICS THEORY AND POLICY
Eveline Barnes

KENNETH A. BLAYKE PRIZE IN INTERMEDIATE MICROECONOMICS
Irish Day

ILLAWARRA REGIONAL INFORMATION SERVICE JOHN STEINKIE PRIZE
Melinda Smart

MERYICK AND ASSOCIATES PRIZE FOR ECONOMICS
Melinda Smart, Mitchell Noto

MERYICK AND ASSOCIATES PRIZE FOR ECONOMICS (HONOURS)
James Bishop

MANAGEMENT & MARKETING AWARDS

Australian Human Resources Institute Prize for Excellence
Gonzalo Gutierrez

Pearson Education Australia Prize in Management – Wollongong campus
Fiona Sparks

Pearson Education Australia Prize in Management South Coast & Southern Highlands
Lauren Checkley

David Morgan Williams Group Prize
Lena Saunders

Dear’s Recognition Prize – Outstanding student in MGMT969
Rohan Tiberisky

BIS Industrial Logistics Prize
Amanda Lam

IRIS Centre for Marketing Research Prize
Jill Cummins

IRIS Centre for Small Business Research Prize
Lei Guo

Product Development & Management Association of Australia Prize
Jill Cummins, Adam Oliver

Tourism Wollongong Long Service Prize
Alsyas Croucher

Services Marketing Prize
Jessica Larum

The Chris Mooney Introduction to Marketing Excellence Prize
Patrick Caldwell

Tempo Print & Design Excellence Prize
Lei Guo, Matthew Stimson

Proctor & Gamble Prize
Jill Cummins

Amanda Lam

Faculty Teaching and Learning Innovation Award

This award celebrates teaching and learning innovations across the Faculty.
Team award to:
Mary Barrett
Paul Chadwick
Mike Clements
Chris Sykes
Christa Woods

Learning and Teaching Awards:

Peter McLean received an ALTC Citation for Outstanding Contributions to Student Learning for Embedding Learning in Social Narratives and Engaging Students in Professional Networks in the Field of Human Resource Management.

Peter McLean also earned a 2009 UWV Vice Chancellor’s Award for Outstanding Contributions to Student Learning (OCTAL).

Julie Francis was awarded Lecturer of the Year 2009 – National Finalist for Teaching Excellence, judged by UniJobs.

Warwick Funnell received the AHSIG 2008 Manuscript Award for his article “The Proper Trust of Liberty”: economical reform, the English constitution and the protections of accounting during the American War of Independence.” The award was sponsored by the School of Commerce, University of South Australia.

Faculty Teaching Excellence Awards

This award supports and acknowledges excellence in teaching and learning within Commerce.
Awarded to:
Mario Fernandes
Commendation award:
Sus Slowkowski

Oleg Yenkoikhin was awarded a FRG grant: “The impact of language skills on the employment outcomes of recent graduates to Australia: A non-parametric estimation” ($3,954).

Reetu Verma was awarded a FRG grant: “The long-term causal effects of Vietnam war era conscription on economic and social outcomes for Australian conscripts” ($9,180).

Simon Vile and Peter Siminski received a Faculty Visitor Grant ($10,000) for Professor Jotisha Angrist.

Simon Vile and Peter Siminski received a Faculty Mentoring Grant “The long-term causal effects of Vietnam war era conscription on economic and social outcomes for Australian conscripts” ($10,000).

Ed Wilson received a Faculty Conference Convening Grant to conduct a PhD workshop with Seoul National University ($9,000).

The Faculty also awarded the People and Organisation Research Centre and the Marketing and Research Innovation Centre Faculty Mentoring Grant ($30,000 each). Faculty research centre within the Social Innovation Network received a Faculty research grant of $60,000.

Faculty Pilot Grants

Rodney Clarke, Gary Noble and Elias Kyriazis: “Living with Leukaemia: Participatory documentation using video methodologies” ($2,500).

Helen Hasan and Irina Verenikina: “Improving the recruitment and retention of new generation volunteers in the State Emergency Services to secure the national warfare of Australia” ($5,000).

Michael Jones: “Improving the recruitment and retention of new generation volunteers in the State Emergency Services to secure the national warfare of Australia” ($5,000).

Karie Latzareski: “Quality of life and its impact on the disadvantaged population” ($5,000).

Melanie Randle: “Analyzing the Australian foster care market: targeting specific groups to best match the needs of foster children” ($5,000).

Peter Siminski: “The long-term causal effects of Vietnam war era conscription on economic and social outcomes for Australian conscripts” ($9,180).

Gary Tian: “Political promotion incentive and CEO pay-performance relationship: evidence from Chinese listed firms” ($9,180).

Aabas Valivandab: “Modelling the price of unleaded petrol in Australia” ($5,000).

Reetu Verma and Arusha Conay: “An analysis of research benchmarks and promotional outliers for academics at the University of Wollongong: Does genre disparity exist?” ($10,000).

UDW University Research Committee (URC) Small Grants

Melanie Randle: “Reflective insights from ex-foster children: An alternative perspective in predicting foster parent rebellion” ($19,824).

Karin Garrett, Andrew Dalley, Mary Barrett and Ping Yu: “Local initiatives in electronic health records: A retrospective sociotechnical analysis” ($12,686).

Ruth Chowdhury: “Super-learning the predictive nature of product attributes” ($5,000).

Melanie Randle and Leoni Miller: “Market awareness and knowledge of foster care misconceptions as a barrier to recruitment” ($19,814).

UDW Near Miss Grant

Simon Vile: “Reassessing the role of industry associations: an examination of Australia and New Zealand wool marketing in the twentieth century” ($10,000).

Faculty Teaching and Learning Innovation Award

This award celebrates teaching and learning innovations across the Faculty.
Team award to:
Mary Barrett
Paul Chadwick
Mike Clements
Chris Sykes
Christa Woods

Learning and Teaching Awards:

Peter McLean received an ALTC Citation for Outstanding Contributions to Student Learning for Embedding Learning in Social Narratives and Engaging Students in Professional Networks in the Field of Human Resource Management.

Peter McLean also earned a 2009 UWV Vice Chancellor’s Award for Outstanding Contributions to Student Learning (OCTAL).

Julie Francis was awarded Lecturer of the Year 2009 – National Finalist for Teaching Excellence, judged by UniJobs.

Warwick Funnell received the AHSIG 2008 Manuscript Award for his article “The Proper Trust of Liberty”: economical reform, the English constitution and the protections of accounting during the American War of Independence.” The award was sponsored by the School of Commerce, University of South Australia.

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Reetu Verma was awarded a FRG grant: “The interest rate, exchange rate and asset price transmission channels of monetary policy in India: An analysis of the simultaneous, non-stationary properties with endogenous multiple structural change” ($9,180).

Simon Vile and Peter Siminski received a Faculty Visitor Grant ($10,000) for Professor Jotisha Angrist.

Simon Vile and Peter Siminski received a Faculty Mentoring Grant “The long-term causal effects of Vietnam war era conscription on economic and social outcomes for Australian conscripts” ($10,000).

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UDW Near Miss Grant

Simon Vile: “Reassessing the role of industry associations: an examination of Australia and New Zealand wool marketing in the twentieth century” ($10,000).
Faculty of Commerce Research Awards 2009

Research Excellence Awards

This award is given to authors of journal articles published in A or A* journals as ranked by the approved Faculty list.

Debra Basil (existing)
Ainsley Corrap
Sarah Dolnicar
Warwick Furnell
Bethina Gran
Christian Lasser
Friedrich Leisch
Shirley Leitch
Annie Levy
Alan Pumprong
James Revery
Joan Rodgers
John Rodgers
Peter Siminski
Abhas Yakohal
Simon Ville
Anne Vo
Edgar Wilson

Faculty Research Grant Excellence Awards

This award recognises success in competitive research grant schemes that are external to the University of Wollongong. Teaching-related research grants are eligible for this award.

• Donigi Gerace
• Sara Dolnicar, Lois Burgess, Helen Hasan
• Ted Watts

Faculty Service to Research Awards

This award recognises the valuable contribution made by those who serve as journal reviewers, grant readers, research society committee members, conference organisers, etc.

• Rodney Clarke
• Charles Harvie
• Gary Tan

Faculty HDR Student Excellence Awards

This award recognises publication of good quality refereed journal articles by HDR students while they are enrolled in the Faculty of Commerce at the University of Wollongong.

• Ruan Grant: For his or her ranked journal article: Grant, R.; Clarke, R. J. and E. Kyriazis (2009) “Research needs for assessing on-line value creation in complex purchase process behaviour” Journal of Retailing and Consumers Services (in press).

School of Accounting & Finance

Book

Book Chapter

APPENDIX 4

Publications

Publications of Faculty academics who were staff members in 2009, including Fellows and new academics.

APPENDIX 4

Publications of Faculty academics who were staff members in 2009, including Fellows and new academics.


Conference Publication


Journal Publication (Edited)


Conference Publication


Cooray, A. V. 2009, "Does Democracy Explain Gender Differences in Education?": Far East and South Asia Meeting of the Economic Society, University of Tokyo, Tokyo, Japan, pp. 1-24.


Jayanthakumaran, K. 2009, "Trade reforms and income convergence/divergence in selected countries of East Asia and the Pacific", 5th Annual Conference on Information Systems (AMCIS2009), San Francisco State University, San Francisco, California, pp. 1-10.


Valadkhani, A. 2009, "Systematic Cross-Country Co-movements of GDP Growth Rates (1961-2008)", 8th APEF International Conference on Economic Integration in Asia: Global Financial Crisis and Beyond, Tokyo, Japan,

Journal Article


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Journal Publication (Edited)

Conference Publication


Garrett-Jones, S. E., 2009, Assessing and building innovation and learning capacity in local organisations, 6th Australasian Conference - Linkages in Innovation Systems: Global and Local Perspectives, Division of Social Science, The Hong Kong University of Science and Technology, Hong Kong, pp. 1-30.


APPENDIX 5 Faculty Governance

Faculty Advisory Board members
Dr Steven Anderson, Southern IML Pathology
Mr David Farmer, Wollongong City Council
Mr Mike McLaren, Australian Health Management
Ms Kath McCormack, Centacare
Mr Rob Ryan, IMB
Mr Warwick Shanks, KPMG

Faculty Executive
Professor Trevor Specking (Chair)
Professor T. Barnett
Dr Mike Clements
Professor Sara Olincker
Professor John Glenn
Ms Theresa Hynes
Associate Professor Mary Kaidonis
Associate Professor Gary Noble
Mr Ron Perini
Mr Philip Testa
Professor David Dean
Associate Professor Michael Zanko
inspiring socially innovative commerce

TEACHING EXCELLENCE
SOCIALLY INNOVATIVE
CREATING BETTER FUTURES
COMMERCETOP LEVEL RESEARCH