CONNECTING WITH

COMMERCE

2010

University of Wollongong
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In a global economy requiring graduates to have developed critical thinking skills, we have continued throughout 2010 to provide relevant and industry driven content in all our programs. In the Australian Graduate Survey in 2010, 85% of our students obtained full time work within their first year of graduating. We are proud of our achievement in 2010 and continue to ensure our Faculty is World Class. We have made a number of transformations within Research with the appointment of Professor Simon Ville as the Associate Dean (Research). An Australian First Initiative, PROPEL was developed by the University of Wollongong’s Social Innovation Network and led by the Faculties of Commerce and Education. The program is a potential solution for the academic leadership crisis that Australia may face in the future. The Faculty’s Research Strength, Institute for Innovation in Business and Social Research (IIBSoR), was awarded $1.46 million to investigate improving market segmentation methodology. IIBSoR also helped secure over $1 million dollars in new grants for the year. Overall Research Income was up 69% compared to 2009.

Commerce held steady for international enrolments in 2010, despite the downturn in international student enrolments across the sector. To help us prepare for the future, we appointed Associate Professor Gary Noble as Associate Dean (Business) to develop and maintain strategic partnerships Offshore and Onshore for the Faculty of Commerce and the Sydney Business School. We identified course options opportunities for the future student market and worked strategically with industry and our Commerce Advisory Board to develop two new Degrees, the Bachelor of Business and a Bachelor of Economics and Finance to be launched in 2011. ‘Connecting with Commerce’ is a snapshot of the achievements of the Faculty’s students, academics and general staff. As we move forward, I anticipate meeting the challenges of the tertiary education sector and evolving with it.

Professor John Glynn
Executive Dean (Business)
Key achievements in Teaching and Learning in 2010 included significant progress in aligning our courses to the Faculty vision. In 2010 the Faculty undertook curriculum reviews of eight specialised coursework Master programs. As well, socially innovative commerce course content was developed as part of the revised Bachelor of Commerce degree.

Innovations in teaching development remained a priority for the Faculty’s academic staff. An OCTAL Award was presented to Dr Venkat Yanamandram, who was also a participant in the Program for Preparing Early Leaders (PROPEL) initiative, along with the Sub Dean, Mr Ron Perrin, who took part as a mentor (see page 13). Faculty Teaching and Learning Grants were awarded to Dr Ted Watts, Belinda Parrish, and the team of Dr Jennifer Algie, Lisa Simmons, Dr Corinne Cortese, Tina Mak, Dr Martin O’Brien and Lesley Simes. Associate Professor Michael Zanko and Dr Jan Turbill were awarded an Australian Learning and Teaching Council (ALTC) Grant.

Quality students were a key focus. 2010 saw an increase in the number of enrolments for the Dean’s Scholars program – 58 new enrolments for 2010. Commerce enjoyed a 22% increase in early entry applications compared to 2009. There were 47 sponsored prizes awarded to our top students in recognition of academic excellence (see pages 8 and 9).

The Sub Dean’s Unit created a probation database to track students on referral and probation status. The Faculty also introduced a reporting framework for the attainment of graduate qualities, in order to ensure that the curriculum aligns with the qualities graduating students possess.
Edging into Study

The inaugural Everyone Deserves Great Education (E.D.G.E) Day took place on 15 October. Its aim was to enhance the prospects of young high school students in achieving a university education.

Students in Year 7 from local high schools participated in a jam-packed day with campus tours and presentations from current students. They also took part in the creation of a larger-than-life artwork, which has become a permanent fixture within the UOW Commerce building.

Public Relations (PR) students studying at the Faculty of Commerce developed and created the E.D.G.E. event in conjunction with the UOW Office of Community and Partnerships.

We gave the task to the students to come up with an event that incorporated inspiring learning. Within two months, they organised a large-scale event that is dedicated to showing young high school students that University education is achievable and relevant to them.

Dr Lois Burgess

The PR students raised money for the E.D.G.E. Day, bypassing their set goal of between $5000 and $6000 by a considerable amount, in the end achieving a total of just under $9000. On the day, a cheque for $4000 was handed to the PCYC to assist with youth work in the Illawarra.

In 2010, the Commerce Faculty organised and participated in 48 events to support recruitment, orientation and celebrating students achievement. A number of new events were added to the calendar, including Uni for a Day with Moorefield Girls High School, Commerce-specific Postgraduate Information sessions, a Year 6 Discovery Day, a Business Partners Breakfast, a Wollongong College information session and a specific TAFE to Uni event held at UOW Southern Sydney campus. Through these events, the Faculty is able to showcase our commitment to our students, business partners, the community and industry.
The Faculty of Commerce held its annual Dean’s Merit Awards Ceremony on Thursday, 20 May 2010. This year there were 153 Wollongong University Commerce students recognised for their high achievements – the most awarded since the inception of the awards over ten years ago. (See picture below.)

Over 260 people attended the Commerce Student Awards Ceremony on Thursday 29 April 2010 held at the City Beach Function Centre. Business sponsors, staff, students and their guests came together to recognise and celebrate the achievements of Commerce students throughout the 2009 academic year. Twenty-seven local businesses provided a financial bonus to accompany the awards for outstanding effort. The Dean presented 50 awards to over 100 Commerce students.

Early entry for prospective students has proven a great success for the Faculty, allowing HSC students to earn a place in one of our Bachelor degrees before sitting for their final exams. On Friday 8 October 2010 an early entry celebratory event was held to formally congratulate students who were successful in gaining early entry to the Faculty of Commerce. More than 300 high-achieving students were offered guaranteed entry to study Commerce through the program. Celebrating this achievement were over 600 guests, comprising students and their parents along with general and academic Commerce faculty staff.
In 2010, the Commerce Internship Program placed 95 students into 30 partner organisations. Our students have been excellent ambassadors for the Faculty of Commerce and have achieved both professional and personal development:

The internship program is a great experience. Sixteen days is long enough to understand the ‘real world’ and be able to focus on your own projects. What I learnt at Southern Districts is invaluable – no lecturer or tutor can teach you real-life experience.

Stephanie Lukin, Autumn 2010

For the first time, in Spring 2010, feedback was provided to all eligible candidates on their written applications and, where applicable, their first interview. We believe that embedding quality through feedback and has increased the educational value of applying for an internship. Potentially every candidate is now better prepared to apply for work with or without having been accepted into the Internship Program.

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Stephanie Lukin, Autumn 2010

In 2010 we were delighted to work in partnership with:

- Accor Group
- AJBartlettCachia Chartered Accountants
- Anglicare
- Booth Partners (Nowra)
- CatholicCare
- CSIRO – Canberra
- CTPM Australasia
- Finance Control
- Flagstaff
- Frog Solutions / JDC Electrical
- Gillespies Chartered Accountants
- Greenacres & IRT – Research project
- Illawarra Business Chamber
- Illawarra Credit Union
- Illawarra Retirement Trust
- IMB
- Innovation Campus – University of Wollongong
- Jumbulla Aboriginal Discovery Centre
- Kells the Lawyers
- Kiama Municipal Council
- KPMG
- Oasis Asset Management Ltd
- Peoplecare
- Pillar Administration
- PODS – University of Wollongong
- Southern Districts Rugby Club Ltd
- Wisdom Advertising & Design
- Wollongong City Council
- World Youth International

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When Sterg Ayeni started with Wollongong City Council, as part of the Faculty of Commerce Internship Program, he never thought he would be part of one of the biggest events on the region’s calendar.

“I was working in Community Services when they asked me if I would be interested in spending some time in Cultural Services,” said Sterg. “Around that time, Viva la Gong was ramping up and they needed assistance with publicity for the festival – I readily agreed to help. I was doing everything from writing articles, media releases and generally aiming to get as much publicity as I could for the event.”

The event, which was held over one weekend in November, was a huge success and this can be attributed to the communication strategy that Sterg helped to implement.

“I got to have a feel of what it is like to plan for a community focused event, learnt how to liaise in order to harness the synergy of teamwork, improved my communication skills and learnt to write professional media releases while having fun,” said Sterg.

Sterg, originally from Lagos, Nigeria, came to UOW to learn key marketing and management business skills. Having completed his Commerce Internship as well as a contract with the NSW Department of Commerce and a Certificate IV in Business Marketing and Advertising, Sterg hopes to work for a Fortune500 company someday, but initially plans to start up his own marketing consultancy firm where he can implement the things he has learnt from all of his work, study and internship experiences.

The PROPEL initiative (Program for Preparing Early Leaders) was developed by the University of Wollongong’s Social Innovation Network and led by the Faculties of Commerce and Education. PROPEL, an Australian first, is a one-year intensive leadership program that will train academics from across the country to be effective and capable leaders to ensure a prosperous future for the tertiary education sector.

The program is a potential solution for the academic leadership crisis that Australia may face in the future, through the aging of personnel within the sector and the slow regeneration of the academic workforce that results.

PROPEL Project Leaders, Professor of Marketing and IIBSoR Director Sara Dolnicar, Deputy Vice-Chancellor (Academic) Professor Rob Castle and Professor Wilma Vialle (Education) believe the program is an important step in developing future academic leaders who can use the skills learned throughout their career.

“We believe that our training program will have high impact because it gives academics opportunities to develop their skills and confidence before they are faced with real leadership challenges. Most leadership training is done the other way around – become a leader first and then learn about leadership sometime later.”

An academic participant in the program, Dr Venkat Yanamandram from the School of Management and Marketing, is looking forward to the year-long program.

“I feel that attaining high level leadership roles will be an important factor in the advancement of my academic career path. Participation in the PROPEL Program will assist me in this area of career development by cultivating my skills, perspective and confidence in leadership activities. The program brings together multiple aspects of leadership development,” said Yanamandram.

“In the long-term, I would like to undertake a strategically important role (teaching leadership and/or governance at the University-level), well grounded in credible teaching and research outcomes, and be able to balance an academic leadership role with administrative leadership demands.”

PROPEL is funded by the Australian Teaching and Learning Council.
The Sub Dean’s Unit in the Faculty of Commerce provides students with advice and information on many aspects of the University Rules and Regulations as well as information relating to their Commerce and Double degree. In 2010, the Faculty had two Sub Deans, Mr Ron Perrin and Ms Nadia Verrucci. This Unit would not be able to do its job without the excellent assistance of administrative staff located in Commerce Central, and Casey Potter in particular.

Sub Deans carry many responsibilities, including:

- reviewing and monitoring the progress of all students within the Faculty;
- running a system for counselling students, including students whose results and/or progress towards a degree/diploma are not satisfactory;
- where appropriate, monitoring and supervising the student advisory and schools’ liaison services of the Faculty;
- liaising, as appropriate, with the Dean of Students on matter related to students; and
- mediating where differences arise between students and academic units.

The Sub Dean’s Unit can assist students with course and subject advice as well as provide information about and permission for such matters as advanced standing, changing a major and applying for academic consideration.

ALUMNI PROFILE: RICARDO GONCALVES

Commerce alumni Ricardo Goncalves graduated in 2001 with a Bachelor of Commerce majoring in Marketing and Economics.

Ricardo had a passion for the media industry. Renowned journalist Paul Barry suggested he study Business and Finance because there was a shortage of business journalists. Ricardo took this advice, and embarked on a Bachelor of Commerce at UOW.

Ricardo’s role at SBS is as a presenter and journalist for the World News Australia covering a range of topics from business to world news events.

As a journalist, there is no doubt that the economics major helped me. I specialised in areas like health care economics and labour force economics at the University. As boring as it might sound, when the unemployment numbers come out or the stockmarket fluctuates, I know exactly what I am talking about, which is definitely beneficial for a business journalist. The theory that I learnt has formed the basis and provided the background I need for quality reporting.

The University has an extremely good reputation in terms of the subjects that can be studied and also the very high graduate employment rates. I have a lot of friends in a range of different industries both here and overseas so it’s great to see there are a lot of different options when you study a Bachelor of Commerce at UOW.”

BREAKING NEWS

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• liaising, as appropriate, with the Dean of Students on matter related to students; and
• mediating where differences arise between students and academic units.

The Sub Deans – Nadia Verrucci and Ron Perrin
2010 has been a year of change and substantial progress for research in Commerce. Professor Simon Ville became the new Associate-Dean Research, while the roles of existing members of the Faculty Research Unit were restructured to focus more clearly upon supporting the research activities of the Faculty. An entirely new website was completed at the end of the year — www.uow.edu.au/commerce/research/.

This website provides clear and up-to-date information on the research expertise of faculty members and centres, and also information about resources and procedures for actual and intending research students. Additionally it offers regular features on individual staff and higher degree students. The new site will signal to potential research students and collaborators the range of high quality researchers working in the Faculty.

As a result of discussions towards the end of the year, newly commencing research students will each now be provided with their own laptop – which will improve research portability for students moving between university, home, fieldwork and conferences. Through policy changes introduced in 2010, the Faculty ensures that academic staff have time to commit to the important task of supervising and mentoring research students.

2010 also witnessed the introduction of a four-year integrated doctoral program to sit alongside the traditional three-year degree. The integrated program provides for a first year of coursework to help students reach the level of research training necessary to complete the subsequent three years of thesis work. These various improvements and developments may help to explain the large increase in research students commencing in 2011.

The Faculty continues to play host to a series of productive research centres and a University research strength, the Institute for Innovation in Business and Social Research (IIBSoR). There were many research achievements to celebrate in 2010 – new international collaborations, publications in top international journals, and competitive grant successes. Of particular note was the award of a Queen Elizabeth II Fellowship (QEII) to Professor Sara Dolnicar (see page 20). We look forward to continuation of high standards of research performance across the Faculty in 2011.
Professor Simon Ville assumed the vital role of Associate Dean Research in 2010 after Professor Sara Dolnicar took on a new role as Director of the Faculty’s first Research Strength, the Institute for Innovation in Business and Social Research (IIBSoR). Simon has been Head of the School of Economics for most of the period since his appointment as Professor at UOW in 2001. Specialising in Economic History, Simon has been a Fellow of the Academy of Social Sciences of Australia since 2006, and President of the Economic History Society of Australia and New Zealand since 2004. In 2003 his work in the field won him the prestigious Bruce McComish Prize in Economic History.

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 (the top tier of research journals in each field, as determined under ERA by the Australian Research Council). Research publication output is summarised in Table 1 and detailed in Appendix 4.

Table 1: Research Publications

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<td>Refereed conference proceedings</td>
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Table 2: Research Income

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<td>Income Won</td>
<td>Income Received</td>
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<tr>
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<td>$419,972</td>
<td>$224,000</td>
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<tr>
<td>Commercial Research</td>
<td>$4,986</td>
<td>$93,198</td>
<td>$43,636</td>
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<tr>
<td>CRC Income</td>
<td>$0</td>
<td>$0</td>
<td>$300,000</td>
</tr>
<tr>
<td>Research &amp; Innovation*</td>
<td>$912,390</td>
<td>$513,170</td>
<td>$567,636</td>
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* "All Contract Types" in 2008 and 2009
When the Minister for Innovation, Industry Science and Research, Senator Kim Carr, announced the 2010 Australian Research Council (ARC) Discovery Scheme Grants in Canberra in November, one of the University of Wollongong recipients gained the single highest amount awarded to any of the overall 922 grant proposals.

UOW won 25 Discovery Projects grants and three Linkage Project Scheme grants worth more than $10.6 million. Professor Sara Dolnicar from the Faculty of Commerce and Director of the Institute for Innovation in Business and Social Research (IIBSoR) was awarded $1.46 million.

Her project will investigate improving market segmentation methodology.

Businesses embrace market segmentation to identify and target clients. However, poor segmentation analysis leads to poor segment choice. “Our project develops tools to improve segmentation analysis,” Professor Dolnicar said. “We will test the resulting toolbox in tourism, foster care and climate change mitigating behaviours, and produce usable, transferable recommendations.”

As part of the grant, Professor Dolnicar was also awarded a Queen Elizabeth II (QEII) Fellowship that provides opportunities for established researchers to undertake research of national and international significance.

QEII fellowships encourage research in Australia by postdoctoral graduates of exceptional promise and proven capacity for original work. No QEII has ever been awarded to a marketing researcher since the ARC Discovery Grant Scheme was introduced in 2002.

I am very excited to be awarded this grant. It gives me and my research colleagues the opportunity to investigate many of the unresolved problems with market segmentation analysis which seriously threaten the validity of segmentation analysis conducted for businesses and used by businesses to make long-term strategic decisions.

Professor Sara Dolnicar

Dean of the Faculty of Commerce, Professor Trevor Spedding, said the grant was a significant contribution for the Faculty of Commerce and the University. “This is the biggest grant the Faculty has received from the ARC and really puts Australia on the map for business innovation research,” he said.

Institute for Innovation in Business and Social Research (IIBSoR)

2010 was a productive year for the Institute for Innovation in Business and Social Research (IIBSoR). Established as a University of Wollongong Research Strength in late 2009, IIBSoR has quickly cemented its position through quality research, substantial grants, prestigious awards and high-level publications.

Business and social research is only useful to organisations and policy makers when the results are valid. The IIBSoR team ensures this by developing and testing innovative and reliable qualitative and quantitative methods and measures for business and the social sciences in order to increase the validity of research results. Through the team’s unique expertise and knowledge within this area and by collaborating
with a range of academic partners, businesses and organisations, IIBSoR has emerged as a leader in its field.

This has helped secure over $2.6 million in new grants for twelve new projects in 2010, adding to already existing grants and ongoing research projects. IIBSoR members served on a number of editorial boards and international journals, and contributed to thirteen different books. With its 21 primary members and nine associate members, the Institute has strong international relations and networks, which has resulted in 52 journal publications, including 14 papers in A* and A-ranked journals such as Proceedings of the IEEE, Tourism Management, Applied Economics, Journal of Sustainable Tourism, Marketing Letters, and Water Research.

Highlights for 2010 are the grant successes of IIBSoR director Professor Sara Dolnicar (see page 20), and an Australian Research Council (ARC) Future Fellowship awarded to IIBSoR member Associate Professor Joseph Ciarrochi. Professor Dolnicar’s QEII fellowship will be used to develop market segmentation tools that allow businesses to better identify and target clients both in the commercial and non-profit sectors. Associate Professor Ciarrochi plans to use his Future Fellowship in the research program titled “A longitudinal study into the development of personal vulnerabilities and well-being in adolescence”.

New partnerships and collaborations which commenced in 2010 include representing UOW in the new Alliance for Supply Chain Innovation, an initiative which will shape the national research agenda for supply chain innovation, collaborating with other institutions such as Monash, Curtin, RMIT, Victoria University and the CSIRO; teaming up with BlueScope Steel to launch a new simulated learning and training program to understand alternative supply chain configurations; and an invitation for members to join a select panel of research advisors for Tourism Australia.

Other key projects throughout the year include developing an analytical approach to be used to profile customer behaviour; the PROPEL program (see page 13); understanding the factors that influence retaining skilled migrant women; marketing methods for identifying, attracting and retaining successful foster parents; and understanding how the internet is used in the travel planning process.

On facing page: SInet key speaker on Creating Social Value, Cheryl Kernot (centre), with SInet participants (from left) Associate Professor Helen Hasan, James Dellow and Associate Professor Heather Yeatman

RESEARCH

RESEARCH NETWORK

Social Innovation Network (SInet)

The SInet is a network of researchers in the Social Sciences recognised and funded by the University. The researchers work together to share information, ideas and expertise leading to improved research outcomes and public visibility. SInet is a collaboration of research nodes from across a wide range of discipline areas with 18 Centres over several Faculties. Nine of these Centres are located in the Faculty of Commerce. As well as its involvement in the development of the PROPEL Program, in 2010 SInet held three successful public seminars on Social Aspects of Food, Multidisciplinary approaches to Green Issues and Social Business and Innovation, the latter featuring ex-Politician and National Treasure, Cheryl Kernot (see picture below). In 2010 SInet created two sub-themes, the Food Theme and the Green Theme, each bringing together researchers across different Faculties. SInet successfully applied for continued funding as a University Network for a further three years.

On facing page: SInet key speaker on Creating Social Value, Cheryl Kernot (centre), with SInet participants (from left) Associate Professor Helen Hasan, James Dellow and Associate Professor Heather Yeatman
Activity Theory Usability Laboratory (ATUL)

ATUL was established in 2001 as the Activity Theory Usability Laboratory. It has recently undergone a process of re-definition, expanding its focus (and giving its acronym a new meaning) into Activities, Tools, Usability and Learning as part of the People and Organisation Research Centre (see page 32). Its research is organised under the following brands (or service areas):

- **ATULens**: tools to help businesses collaborate, grow and innovate
- **ATULab**: methods for evaluating the usability of systems
- **ATULearn**: expanding and distributing our knowledge.

Under the **ATULens** brand, ATUL facilitated focus groups, using the Zing Groupware system, with the Wollongong City Council and at the NTEU Green Conference. Work was begun in the area of crowd-sourcing – setting up two wikis: the Carbon Wiki and the Health Services Wiki. Funding applications were made to ARC Discovery (in the top 25% of those who missed out) as well as to ADAP, NSST, the Climate Change Adaptation Research Centre.

Under **ATULab**, usability tests have been conducted as part of several research projects. Members tendered for a project to assess the ASIC website for usability and accessibility.

The **ATULearn** theme saw the graduation of two ATUL HDR students, Yan Qi and Lina Hashim. Friends of ATUL, a network of past ATUL members and students, was set up and is now being regularly maintained. An international group of graduates and other Friends of ATUL was set up using LinkedIn.

In 2010 ATUL held one Activity Theory Workshop at Wollongong and two virtual meetings using the Access Grid. ATUL welcomed two overseas visitors during 2010: PhD graduate Dr Mira Kartiwi from the International Islamic University Malaysia and Professor Lutz Kolbe from the University of Gottingen.

The Centre for Applied Systems Research (CASR)

During 2010, CASR members have published five journal articles, five book chapters, five fully-refereed conference papers, and edited proceedings and an edited special issue of a journal and an industry report. The large number of chapters this year has been a result of our work in the 2009 SInet Conference where this Centre successfully coordinated a session on ‘Communication and Collaboration’, Chapters that resulted in the 2010 eBook of the conference included topics as diverse as developing a framework for making sense of social innovation, virtual communities for carers of children with disabilities, collaborative authoring and learning, and developing web systems for eGovernment.

Activities that have involved CASRs members include:
- the successful proposal for creating IIBSoR, which was authored by Sara Dolnicar, Tim Coltman, Rodney Clarke and Lois Burgess;
- the creation of a registered research project with the Spatial Analysis Laboratory in the Faculty of Earth and Environmental Studies, which led to the development of a registered project with the SMART Infrastructure Facility – the first for the Faculty of Commerce – called the ‘Transport Journey Appraisal Mapping Project’;
- the supervision of nine PhD and Master of Research students, and one Honours student.

Of particular note for the Centre has been the outstanding work of Julie Francis, who won both a highly commended award and an outstanding paper award from the Emerald Literati Network for separate sole authored journal articles for Managing Service Quality and the Journal of Services Marketing.

Associate Professor Rodney Clarke delivered a paper detailing an approach to the combinatorial design of services at the prestigious ‘Frontiers of Service Conference’ sponsored by the Service Research Center (CTF) Karlstad University Sweden, Center for Excellence in Service at the University of Maryland USA, the American Marketing Association (AMA) and INFORMS Service Science at Karlstad Sweden in June. He also co-edited proceedings of the Association for Computing Machinery (ACM) Special Interest Group on Pragmatics – an area he is helping to define that involves the use of communication theory to understand work and the systems that support it. Professor Patrick Dawson and colleagues edited a special issue for the International Journal of Technology Management.

Our Honorary Professorial Member, Professor Anders...
G. Nilsson was honoured with a UNESCO Chair in Global Development. He has long advocated the use of systems thinking and systems technologies to support communities in need and the awarding of this chair is recognition of the power and utility of these research approaches.

The Centre for Human and Social Capital Research (CHSCR)

The CHSCR was established in mid 2006 with the objective of fostering high quality research into issues that involve aspects of human and social capital. Members of the CHSCR are actively engaged in collaborative and individual research, on topics such as education, health, household-time allocation, innovation, labour markets, poverty and inequality, productivity, and social-capital networks.

During 2010, the Centre contributed to the provision of appropriate software, research assistance for several projects and a small pool of funds for miscellaneous research expenses.

The CHSCR hosted two highly successful one-day research workshops, featuring high calibre speakers with national and international reputations in their fields. The ‘Frontiers in Human Capital Research’ Workshop featured keynote speakers Professor Joshua Angrist from the Massachusetts Institute of Technology and Professor Bob Gregory (ANU). The Wellbeing Conference brought together researchers from psychology, philosophy, sociology and economics to explore some of the latest findings across this fascinating area of research.

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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, with a particular focus on managing people as a valuable knowledge resource. The Centre has attracted considerable research funding since its establishment.

G. Nilsson was honoured with a UNESCO Chair in Global Development. He has long advocated the use of systems thinking and systems technologies to support communities in need and the awarding of this chair is recognition of the power and utility of these research approaches.

The CHSCR was established in mid 2006 with the objective of fostering high quality research into issues that involve aspects of human and social capital. Members of the CHSCR are actively engaged in collaborative and individual research, on topics such as education, health, household-time allocation, innovation, labour markets, poverty and inequality, productivity, and social-capital networks.

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inception and has completed a number of successful projects for the Department of Defence and for BlueScope Steel. Its activities include applied research with industry partners, as well as commercial research including contract research and consulting. Since July 2008, The Centre’s Director, Dr Peter Massingham, has been working on an ongoing Australian Research Council Linkage Project with the Department of Defence titled ‘Measuring and Managing the Impact of Lost Organisational Knowledge’ – a large-scale longitudinal study that aims to transform a part of the Royal Australian Navy into a learning organisation via a series of research interventions and associated workplace activities over a three-year period. It is is due for completion in September 2011.

The Centre for Research in Socially Responsible Marketing (CRSRM)

During 2010, the Centre for Research in Socially Responsible Marketing (CRSRM) emerged from what was formerly known as the Centre for Social Marketing and Non-profit Research. The name change reflects the wider range of research areas the new Centre seeks to cover, as it more broadly looks into the role of marketing and how it can achieve positive outcomes for society in ethical, social and environmental contexts.

Centre personnel were awarded two research grants in 2010. Dr Elias Kyriazis and Dr Alan Pomering were awarded a Faculty Research Grant in order to extend their work in the area of public service advertisements aimed at changing individual attitudes and behaviour in the area of energy conservation and climate change. CRSRM also joined with the Centre for Applied Systems Research on two research projects:

- Working to create cost-efficient methods of identifying client needs and developing new service offerings for not-for-profit organisations, and
- Examining potential virtual communities for people with disabilities.

CRSRM’s Higher Degree Research students explored such topics as donation behaviours of corporations towards not-for-profit organisations, ways of more effectively introducing marketing thinking into charities, and the impact of Socially Innovative Commerce education on students’ understanding of and response to corporate social responsibility. Student investigations completed include:

• The role, responsibility and influence of parents on the driving behaviour of young people, and
• Factors that motivate or de-motivate young people with sexually abusive behaviours and their families to seek help: a social marketing perspective.

Dr Shaun Powell was represented on various editorial boards, and guest edited for a number of international journal special-editions.

The Centre for Small Business and Regional Research (CSBRR)

CSBRR achieved a number of significant academic outcomes during 2010. In collaboration with Beijing Information Science and Technology University, Beijing, China, the Centre for Small and Medium Enterprise (SME) Studies, Senshu University, Japan, and the Centre for Excellence, Universiti Teknologi, MARA, Malaysia, CSBRR organised the ‘7th SMEs in a Global Economy Conference’, at the Crowne Plaza Convention Centre, Kuching, Malaysia, 15–17 October 2010. This is an annual conference which was initiated by CSBRR in 2000. There were over 100 participants at the conference with keynote addresses by Professor Robert Blackburn, Kingston University, UK, Dr Michael Schaper, Deputy Chair of the Australian Consumer and Competition Commission, and Associate Professor Charles Harvie (CSBRR). (See picture on page 30.) CSBRR financially assisted three Higher Degree Research (HDR) student members to attend the ‘7th SMEs in a Global Economy’ conference, where they presented papers based on outcomes from their doctoral research. During 2010, CSBRR members were successful in obtaining research funding for various projects.

Chinese Commerce Research Centre

During 2010, the members from the Chinese Commerce Research Centre (CCRC) won a prestigious Chunhui research grant from the Ministry of Education in China as well as other international research funding for travel and accommodation for research collaboration with colleagues in China. CCRC members also published a number of articles in highly-ranked journals in 2010. A joint paper with Associate Professor Gary Tian, Dr Jerry Cao from Singapore Management University and doctoral student Xiaofei Pan, ‘Disproportional Ownership and Pay-performance Relationship’, was accepted in 2010 and awarded a UOW Community Engagement Grant to...
subsequently published in *Journal of Corporate Finance* (2011) 17 (3), 541–554, an ERA ranked A* journal. Another joint paper between Associate Professor Gary Tian, Professor Michael Lemmon from the University of Utah, Dr Jerry Cao and Xiaofei Pan, “Political promotion, Managerial incentives and the relationship between pay-performance”, won the Best Paper Award in Corporate Finance from Financial Management Association. Associate Professor Tian and Dr Shiguang Ma published articles in the journals such as *Journal of Asian Pacific Economy* (ERA ranked A) and *Accounting and Finance* (ABDC ranked A journal).

The Centre invited Dr Cao to give a seminar in the School and work on several different research projects during August 2010. Associate Professor Li Donghui from the University of NSW was also invited to participate in the Centre’s PhD students’ research presentation in September.

Centre Director Gary Tian was invited to present papers to the Lee Kong Chian School of Business at Singapore Management University, School of Economics at Fudan University, University of Electronic Technology and Science in Chengdu, and University of Sydney.

Health, Environment, Development and Growth Economics (HEDGE)

The members of HEDGE in 2010 were Dr Zhiming Cheng, Dr Reetu Verma, Dr Arusha Cooray, Dr Cassey Award-winning collaboration: CCRC Director Associate Professor Gary Tian (right) with visiting researcher Dr Jerry Cao

Pictured at the ‘7th SMEs in a Global Economy’ Conference, at the Crowne Plaze Convention Centre, Kuching, Malaysia, from left to right: Dr Michael Schaper (Deputy Chair, Australian Competition and Consumer Commission (ACCC)); Yot Amornkitvikai (PhD student, School of Economics, University of Wollongong); Dr Viet Le Cong Luyen (Lecturer in Entrepreneurship, Faculty of Business and Enterprise, Swinburne University of Technology); Professor Robert Blackburn (Kingston University, UK); Associate Professor Charles Harvie (UOW); Sothea Oum (Associate Researcher, Economic Research Institute for ASEAN and East Asia); Teerawat Charoenrat (PhD student, School of Economics, UOW); Piyapong Sangkeuw (PhD student, School of Economics, UOW).
Lee, Dr Kanakess Jayanthakumaran, Dr Khorsheed Chowdhury, Associate Professor Edgar Wilson and Associate Professor Amnon Levy (Director). HEDGE continued to focus on the analysis of interrelated issues in health economics, environmental and resource economics, development economics and growth economics with state-of-the-art optimal control and econometric methods. Some of the Centre’s projects have been developed in collaboration with the Asian Development Bank Institute and with scholars from the University of California at Berkeley and the University of Central Florida at Orlando. Studies undertaken by members have generated thirty-two publications, including four refereed articles in ERA A-rated journals and five refereed articles in ERA B-rated journals.

Marketing Research Innovation Centre (MRIC)
The Marketing Research Innovation Centre (MRIC) aims to develop 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 (such as improving brand image measurement) to application areas of high national benefit (such as identifying demand-driven ways of measurement) to application areas of high national benefit (such as improving brand image measurement) to application areas of high national benefit (such as identifying demand-driven ways of measurement). Some of the Centre’s projects have been developed in collaboration with the Asian Development Bank Institute and with scholars from the University of California at Berkeley and the University of Central Florida at Orlando. Studies undertaken by members have generated thirty-two publications, including four refereed articles in ERA A-rated journals and five refereed articles in ERA B-rated journals.

People and Organisation Research Centre (PandO)
2010 was a productive year for PandO in its third year as a Faculty Strategic Research Direction. The Centre strengthened its status as a cohesive and successful research unit and continued to direct its attention and energies to confirming the Centre focus on “emergence, change and precarious systems”. This focus recognises that the Centre’s research is often carried out in dynamic and uncertain environments, and within organisations that must be adaptable, flexible and forward-thinking to survive.

PandO continues to promote research excellence through funding collaborative research leading to external competitive grant applications and/or high ranked journal publications. In 2010 the Centre celebrated the success of Dr Karin Garrety and her team in being awarded an ARC Discovery grant awarded for work seed-funded by PandO for data collection in previous years (see sidebar on page 33). Other developing collaborative projects included:

- a joint venture with Wollongong City Council involving Associate Professor Andrew Sense, Associate Professor Sam Garrett-Jones and Dr Peter McLean, Professor Patrick Dawson and Associate Professor Michael Zanko working with two community organisations, Illawara Retirement Trust and Greenacres using an approach based on storytelling to study change.

Research supported by PandO has resulted in A ranked publications, grants and HDR completions for those researchers already mentioned together with other members: Dr Anne Vo, Dr Michael Jones, Dr Mario Fernando, Associate Professor A.B. Sim and Professor Mary Barrett. PandO members value the mentoring, collegial environment and mutual support provided by the Centre.

Social Accounting and Accountability Research Centre (SAARC)
SAARC is a node within the SInet research network. SAARC researchers explore the role of accounting in its socio-political context, and its impact on organisations and society. In 2010 SAARC fostered and encouraged research and strengthened a research culture within the School of Accounting and Finance. In particular, this has been achieved by:

In 2010 Senior Lecturer Dr Karin Garrety (School of Management and Marketing) received an ARC Discovery grant totalling $90,000 over three years for her project, “Generating insights for the future: A retrospective, comparative study of attempts to implement large-scale electronic health record systems.” Dr Garrety is Chief Investigator along with Professor Ian McLoughlin (Monash University) and Dr Ping Yu (Faculty of Informatics). Andrew Dalley (Illawarra Division of General Practice) and Robert Wilson (Newcastle University, UK) are partner investigators. The project is a retrospective, comparative study of five attempts to set up regional and national systems for sharing electronic health records in Australia and Britain. The purpose is to learn from the mistakes and successes of the past, so that complex technology projects such as these can be better managed in the future. Regional and national systems for sharing electronic health records have the potential to improve the quality of health care. However, their development and implementation have been hampered by competing organisational interests, complexity and controversy among users. The researchers will use a framework that facilitates analysis of multiple contexts of use, and the different modes of argument used to promote and question new systems to compare five implementations in Australia and Britain. The aim is to identify and investigate sources of delay and tension, as well as future opportunities for collaboration and progress. Outcomes will be applicable to other large public interorganisational systems that collect, share and use sensitive data.

In 2010, members of MRIC won four competitive grants totalling more than $1.5 million, published seven manuscripts in A* or A ranked journals and served on a number of editorial boards of ranked international journals.

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RESEARCH

• Planning and organisation for the 2nd National Forensic Accounting Teaching and Research Symposium to be held in February 2012.

• Providing support for the Australasian Accounting, Business and Finance Journal, an ERA-ranked B publication edited within the School of Accounting and Finance by Dr Ciorstan Smark.

• Sponsoring two research students to attend the Centre for Social and Environmental Accounting Research (CSEAR) Conference, in December 2010 to present the following papers:


In addition, SAARC members supervised 35 Higher Degree Research students and published 13 ERA-ranked journal articles in 2010.

In 2010 there were 89 HDR students enrolled in Commerce degrees. Of these 14 were commencing HDR students – three in the School of Accounting and Finance, three in the School of Economics and eight in the School of Management and Marketing. Five were international students and nine domestic. There were 12 HDR completions in 2010.

HIGHER DEGREE STUDENTS

Research Topics: Commencing Students 2010

School of Accounting and Finance

Kaye Nakaric (Supervisors: Warwick Funnell and Lee Moerman)
Thesis title: Accounting and the Creation of Spoiled Identity: Management of Welfare Policy by Centrelink in Australia

Hoda Abdul Fatlah (Supervisors: Warwick Funnell and Lee Moerman)
Thesis title: Gangster Accounting: Accounting’s Underworld Role/Influence in Politics

School of Economics

Ying Liu (Supervisors: Kankesu Jayanthakumaran and Frank Neri)
Thesis title: International Trade, Environmental Regulations and Emissions in China

Abbas Mohammadzadeh (Supervisors: Charles Harvie and Ed Wilson)
Thesis title: Financial Crises and World Oil Markets: The Case of Oil-Exporting Countries

Indika Karunanyake Athukoralalage (Supervisors: Martin O’Brien and Abbas Valadkhani)
Thesis title: Modelling Australian Stock Market Volatility

School of Management and Marketing

Bita Najafi (Supervisors: Mario Fernando and Alan Pomering)
Thesis title: Gender and Board Performance

Mary Papakosmas (Supervisors: Gary Noble and John Glynn)
Thesis title: Habit Knowledge and Pro-Environment Behaviour Change

Heidi Brown (Supervisors: Rodney Clarke and Peter Gibson)

Ali Najeeb (Supervisors: Mary Barrett and Peter McLean)
Thesis title: Comparative Study of the Effects HRM Policies and Practices on Attraction and Retention of Employees in the Education Sector of Maldives and NSW, Australia

Meiliani (Supervisors: Mary Barrett and Mario Fernando)
Thesis title: A Study Evaluating the Changing Public University System in Indonesia

Cha Li Jiang (Supervisors: Trevor Spedding and Matthew Pepper)
Thesis title: Green Logistics

Magno Queiriz (Supervisors: Collman/Rajeev/Reynolds)
Thesis title: Modelling IT Alignment in Multi-Business Organisations

Anne Emms (Supervisors: Mary Barrett and Anne Vo)
Thesis title: Women on Boards in Male Dominated Organisations: Perceptions of their Effectiveness
2010 saw progress with the Faculty of Commerce’s Indigenous Strategy, the aim of which is to become an Indigenous-friendly environment. The Faculty has led the way in introducing new strategies to Welcome and Acknowledge Country. The Faculty understood that Commerce was not a traditional discipline of study for Indigenous students and that it required a committed strategy to engage Aboriginal and Torres Strait Islander people. It therefore undertook a series of engagement initiatives designed to assist in the building of a genuine two-way relationship with the local Aboriginal community, and thereafter facilitating the exchange of the cultural knowledge needed to understand the most appropriate ways of creating an environment that was conducive to attracting, supporting and retaining Indigenous students.

The Faculty’s Indigenous Strategy Working Party identified the following initiatives as appropriate ways to break down barriers, engage and exchange knowledge on how the Faculty of Commerce could become a more culturally safe and friendly environment for Indigenous Australians. These initiatives included:

- **Regular meetings with Elders**: Staff members associated with the Indigenous Strategic Working Party attended differing Elders gatherings and engaged in conversations and building rapport and trust.
- **Meeting with key Elders and Cultural Knowledge holders**: Consultative meetings were held around the cultural needs and understanding required by the Faculty to establish a connection with the Aboriginal Community.
- **Connecting Koori Commerce Students**: A one-to-one mentoring program where Indigenous students were partnered with Faculty staff.
- **Acknowledgment of Dharawal Country on signage**: Major directional signs within building 40 (Faculty of Commerce) to display ‘Acknowledgement of Dharawal Country’.

The Faculty is committed to fostering relationships between the Faculty and the wider community. Working with not-for-profit organisations on specific projects, business-sponsored student awards, student career development through the Internship Program, and the establishment of research partnerships between businesses and UOW researchers are all part of the Faculty’s strategy of social engagement.
• **Koori Kids Fun Day:** Engagement day with local Koori kids and their families around sporting activities, local sports stars and cultural activities. It was run by the Faculty of Commerce in partnership with the University Recreation and Aquatic Centre (URAC), with sponsorships from Wollongong Lions Club, UniCentre and KidsUni. The children were predominantly from the Department of Education and Training’s determined disadvantaged schools within the Illawarra.

• **Mural – Agulia:** Commissioned piece of art that relates a local story of the Wodi Wodi people designed by local Aboriginal artists and incorporating handprints of kids in attendance on the Koori Kids Fun Day.

• **Digital Acknowledgement of Dharawal Country:** a short film created to share the meaning of the connection and relationship Dharawal people have with their Country.

• **Acknowledgment of Dharawal Country Protocols booklet:** A set of guidelines to assist and support in the proper use of the digital Acknowledgment of Dharawal Country was finalised and printed in 2010. The project was undertaken by Jade Kennedy, Theresa Hoynes and Susie Pratt, with the assistance of the UOW Office of Community and Partnerships, the Woolyungah Indigenous Centre and the Faculty of Commerce Indigenous Strategy Working Party, in consultation with the local Illawarra Aboriginal Community.

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### INDIGENOUS KIDS FUN DAY

More than 60 primary school children attended the Indigenous Kids Fun Day on 17 January. The children participated in sporting and creative art activities, culminating with the painting of a mural – “Agulia” – designed by local Aboriginal artists and subsequently hung in the Faculty of Commerce building.

Jade Kennedy, the Faculty’s Indigenous Project Officer, said the local children needed to develop a sense of belonging with the University.

One day they may be back as a student and after that, possibly an employee. Although it’s a fun activity day, it’s important to remember that there is a deeper message about community and learning behind it.

The Indigenous Kids Fun Day was part of a Community Engagement Grant awarded to the Faculty. The aim of this project was to engage with the local Indigenous community as a way of providing insight into the meaningfulness of Country, Kinship, Culture and Connections.
Representatives of the Faculty’s external business partners, staff and student participants in the Internship Program gathered on 19 August 2010 at the Innovation Campus for a Business Partner Breakfast. The event was a celebration to thank participating businesses for supporting the Faculty’s successful Internship Program and initiatives, including those that sponsor prizes for the Faculty’s Outstanding Student Awards.
The Faculty supports fundraising for UOW Cares and for other charitable events including the biggest morning tea and ‘jeans for genes’ day.

On-campus HSC study days have proven a valuable resource offered by the Faculty to local students. Over 300 Year 12 students studying business received vital help at the HSC Business Study Day initiative held at the University of Wollongong in June 2010.

The event provided students with tips and strategies to assist them in improving their results.

Leading HSC experts taking part included Mohan Dhall, the Director of PLC Sydney Extension Centre; Ian Walker, Deputy Principal at Smith’s Hill School and the President of the Illawarra Business and Economics Teachers’ Association.

Leading economics experts Associate Professor Braham Dabscheck, Senior Fellow Faculty of Law at the University of Melbourne; Ross Gittins, Economics Editor for The Sydney Morning Herald; Bronwyn Hession, Senior Education Officer – Office of the Director of Schools, Catholic Schools Office; and Tim Riley, Director of Tim Riley Publications and the Economic Literacy Centre also took part in an HSC Economics Study Day in April 2010.

About 100 local Year 12 students studying economics had the opportunity to gain valuable tips in their studies for their upcoming HSC.

The Commerce Alumni Chapter was renamed the Commerce and Sydney Business School Alumni Chapter in 2010 in order to reflect the current structure and offering of commerce and business degrees at the University of Wollongong. The Chapter held a breakfast seminar in September, based on a theme ‘Our University – Our Community’. Following a welcome by the Executive Dean of Business, Professor John Glynn, the Vice-Principal (Administration), Chris Grange, provided a current overview of the University, including enrolment numbers and capital works. Professor Philip Clingan, Medical Director Illawarra Health and Medical Research Institute – Cancer Continuum Research Theme, delivered a presentation outlining the world-class medical research being undertaken in the Illawarra Region. It was pleasing that Beijing government employees who were participating in a professional development program in business administration at the Innovation Campus were able to attend the breakfast seminar.

In October 2010, the Chapter partnered with the Australian Marketing Institute and delivered to Alumni a seminar focusing on the advantages and disadvantages of print and digital media. Will Scully-Power, Managing Director of Datarati, spoke of the advantages of digital media, while Alan Sarkissian, former CEO of Publishers Australia, spoke of the advantages of print media.

University academic and professional staff, students and Alumni members working in local businesses attended the event.

The Chair of the Alumni Chapter, Dr Greg Kerr, presented the Commerce and Business Alumni Award to Bonnie Cord (pictured right). The award is presented annually to a commerce and business graduate who demonstrates qualities of leadership, personal, professional or academic success, innovation and creativity, and community spirit. The Chapter allows the previous year’s award winner to select the criteria for the Alumni Student Award. In this regard, the 2009 Award winner, Natalie Viselli, as being the student who received the highest mark in ECON310 Cost Benefit Analysis, set the criteria for the 2010 award. On this basis the 2010 Commerce and Business Student Award was presented to Ashleigh Fay Becker.
International students and a perspective that reaches beyond the University’s national presence into an international arena played an increasingly important role for the Faculty in 2010. Commerce is strongly represented in UOW’s offshore campuses – a presence that was firmly consolidated in 2010. The Head of the International Unit, Associate Professor Gary Noble, was appointed as Associate Dean (Business), across both the Faculty of Commerce and Sydney Business School and continued in his role as Chair of the University’s International Alliance Committee. He stood down as Chair of the University’s International Learning and Teaching (ILTS) committee following the expansion of his role across two Faculties.

Dr Matthew Pepper was appointed as Director of International Operations to oversee academic issues for the PSB Singapore programs.

A significant focus for the International Unit in 2010 was preparation for the AUQA audit in 2011 and a major review of all current credit transfer arrangements into the Bachelor of Commerce was undertaken with specific emphasis on ensuring quality.

Despite an Australia-wide downturn in international student enrolments, the Faculty’s international student numbers increased by 4.2% in Autumn compared to the same period for 2009, a heartening result despite a Spring 2010 decrease of 4.8% in enrolments compared to 2009.

PSB Academy, Singapore
- The first graduation ceremony for PSB Singapore students was held in August 2010, with 33 students receiving their Bachelor of Commerce (Supply Chain Management), five with distinction.
- Full-time degree programs commenced at PSB in August 2010. The Faculty is offering the Bachelor of Commerce with majors in Finance, Management, Marketing, Public Relations and Supply Chain Management. The programs are structured to run on the basis of three trimesters over two years.
- The International Unit conducted orientation sessions at PSB Academy, Singapore, for the new intakes of students, and new PSB lecturers.
- The PSB programs were supported throughout the year through International Unit and other staff providing ‘program previews’ in Singapore and promotional visits to all Singaporean polytechnics during the year.

UOW Dubai
- The revised University-approved quality assurance procedures were implemented in the Faculty for subjects offered in Dubai, with the International Unit coordinating the quality assurance of 79 subject outlines in the second half of 2010.
- The Faculty entered into a 2+2 articulation agreement with the WTO Studies School at Wuhan University, with the first cohort of 14 students commencing in 2010. The Associate Dean (Business) visited this program in September and welcomed the students to the University of Wollongong.
- The International Unit supported the development of the Commerce Chinese Academic Development (CCAD) Group, which comprises high achieving Chinese students who provide academic support to first year Commerce Chinese students. The group’s objective is to help peer Chinese students academically in accounting, finance, management and other relevant majors, with an aim of providing and sharing experiences of studying and living overseas. The group’s priority is first year Chinese...
Enthusiastic graduands during the first graduation ceremony for PBS Academy, Singapore, held in August 2010.

Dr Greg Kerr (far left) and the Dean of Commerce, Professor Trevor Spedding, attend the mid-year graduation ceremony at the University of Wollongong Dubai campus.
international students in an effort to help them overcome early stage university difficulties and to reduce failure rates and increase retention. The leadership skills developed by the volunteer group leaders have also been recognised by the Faculty.

• The International Unit coordinated the trial of the iConnect program for the Faculty in Spring 2010. iConnect is an international program that is aimed at encouraging undergraduate students to engage in cross-cultural experiences, by providing students with opportunities for volunteering, study abroad, student exchange, and getting involved in international activities such as English conversation classes on campus. Participating students must gain 100 points in order to be awarded the iConnect certificate. The program was officially launched by the Dean of Commerce, Professor Trevor Spedding, on 9 September. By the end of 2010, 71 students were registered for the program.

• For Autumn 2010, the International Unit worked closely with Dr Greg Hampton from the Academic Services Division, to pilot a Commerce Commences academic preparation program for “first-in-family” domestic students and newly arriving Chinese students. The two-day workshop, held during Orientation Week, was attended by 170 students and focused on the development and understanding of academic expectations and the development of academic skills. The workshop was revised and again offered in Spring Session.

• The International Unit supported the recruitment activities of Uniadvice by participating in recruitment missions to Vietnam and Singapore.

• The Associate Dean (Business) and Unit staff made a number of institutional visits throughout the year to discuss possible collaboration. These included Chinese University of Finance and Economics, Shanghai University of Finance and Economics (SUFE), Ho Hai University, Huazhang University of Technology in China, Deusto University in Spain and BINUS University and Presetya Mulya in Indonesia. The Indonesian visit resulted in an HDR application from a student who has been awarded a prestigious World Trade Bank scholarship. The student will commence her PhD in 2011.

• The International Unit hosted a number of visits from overseas Institutions. These were:
  - Umea University, Sweden
  - University of St Gallen, Switzerland
  - ESG: Paris Graduate School of Management, France
  - Otaru University of Commerce, Japan
  - Brawijaya University, Indonesia
  - University of Airlanga, Indonesia.

The Faculty’s large contingent of Chinese students and academics had a chance to get to know their counterparts from across the campus at a Mid-Autumn Celebration held in September 2010. Organised by the Chinese Students and Scholars Association (CSSA), the celebration was the year’s biggest event for UOW’s Chinese students.

Event organiser, Executive President of CSSA, Chao Zhong, said the celebration provided an opportunity for Chinese students and staff with Chinese ethnic background to get together.

The University has a large Chinese student population with over 2,000 Chinese students on campus. The event will provide the Chinese students with dinner, entertainment and a traditional performance. It’s also a great opportunity for them to network with other international students as well as for University staff to show their support.

Chao Zhong

The Commerce Faculty has the largest Chinese student population at the University. We are committed to ensuring our international students settle into academic and social life at the University and this is an excellent opportunity for us to be a major sponsor of this event.

Professor Trevor Spedding

The evening’s entertainment included a rock band and a ballet performance.
Several of the Faculty academic staff were successful in achieving promotions in 2010. Congratulations to Dr Peter McLean, Dr Anne Vo and Dr Venkata Yanamandram, all from the School of Management and Marketing, for their promotion to Senior Lecturer.

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 development 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 provided in Appendix 5.

Commerce Central, our student support unit, was recognised at the Faculty Staff awards for Excellence in Client Service. The team at Commerce Central are committed to providing our students with a visible and accessible support network as well as assisting our other stakeholders throughout the University community.

From left: Advisory Board members Dr Steve Andersen, Mr David Farmer and Mr Warwick Shanks

Left: Lena Ivancevic and Casey Potter accept the Excellence in Client Service Award on behalf of their team from the Dean, Professor Trevor Spedding

Newly promoted to Senior Lecturer: From left, Dr Anne Vo, Dr Peter McLean and Dr Venkat Yanamandram
Melissa Lavery (Faculty office) and Casey Potter (Client Services) successfully applied for General Staff Scholarships, offered by the Faculty to allow non-academic staff members to study for a Bachelor of Commerce.

**General Staff Scholarships**

**Executive Dean**
Professor John Glynn  
PhD, MA, MPhil, FCPA, FCCA

**Dean**
Professor Trevor Spedding  
PhD CSat, BSc (Hon)

**Associate Dean (Business)**
Associate Professor Gary Noble  
PhD, MCom(Hons), MBA, BEd, AFAIM

**Associate Dean (Academic)**
Associate Professor Michael Zanko  
PhD, MBA, BA(Hons)

**Associate Dean (Research)**
Professor Sara Dolnicar  
PhD, MBA, MPsych, BBA, BPych  
To April 2010

**Associate Dean (Research)**
Professor Simon Ville  
PhD, BA(Hons)  
Commenced April 2010

**IIBSoR Director**
Professor Sara Dolnicar  
PhD, MBA, MPsych, BBA, BPych  
From April 2010

**Director, Internship Program**
Lynnaire Sheridan  
PhD, BAppSci (Hons), GradCert. (Tertiary Teaching)

**Teaching and Learning Consultant**
Jan Turbill  
PhD, MEd, B.Ed. FACE

**School of Accounting and Finance**

**Head of School**
Associate Professor Mary Kaidonis  
PhD, MCom(Hons), BSc, DipAcc, GradDipAcc, GradDipSecSc, CPA

**Standing Acting Head of School**
Kathleen Rudkin  
PhD, MCom, BCom

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

**Associate Head of School (Finance)**
Andrew Tan  
PhD, MCom, LLB(Hon), BFA

**Emeritus Professor**
Michael Gaffikin  
PhD, MBA(Hons), BCom, DipTchg, FCPA
APPENDICES

Professors
Brian Andrew  
MCom(Hons), BCom, BLegS, CPA

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

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

Kathie Cooper  
PhD, BCom(Hons)

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

Senior Lecturers
Corinne Carlette  
PhD, BCom Hons, BCom, CPA, Justice of  
the Peace

Anura De Zoysa  
PhD, MEC (Hons), BCom (Hons), DiplAp,  
FCA, CPA, CMA

Associate Head of School (Accounting)
Dionigi Gerace  
PhD, MFinEcon, BStats/ActSc(Hons)

Associate Lecturers
Fariba Ahmadi-Pirshahid  
MCom(Fin), BCom(Acc&Fin), Dip.FS(FP),  
SA Fin (Senior Associate), CPA

Shyam Bhati  
PhD (Panjab), PhD, MSc, MAdmin, GCPA;  
BSc, ASA, CA/IB, F,Fin

Graham Bowrey  
BCom, CPA

Ian Fargher  
MFA, MCom, GradDipAcc, BA, CFA, CFE,  
CPA public practitioner, PHF

Freda Hui  
PhD, MCom, BCom, CPA

Aelea Jun  
PhD, BBus(Hons)

Maria Koolin  
MEC, BFA, ASA

Lagnesh Kumar  
MFA, BSc(Hons), ACCA, CPA, CFE

Shiguang Ma  
PhD, MCom, BCom

Honorary Principal Fellow
Michael McCrae  
PhD, MCom, BCom, DipEd, FCPA

School of Economics

Head of School
Professor Simon Ville  
PhD, BA (Hons)

Until April 2010
Associate Professor Charles Harvie  
PhD, MA, BAIHons

_Commenced April 2010

Professors
Simon Ville  
PhD, BA(Hons)

Associate Professors
Charles Harvie  
PhD, MA, BAIHons

Helen Hasan  
PhD, MSc, BEd, Grad DipComSci

Ammoon Levy  
PhD, MA, BA

Joan Rodgers  
PhD, MA, MAppSci, BA, DipInPrac

Abbas Valadkhani  
PhD, MEC, BEd

Ed Wilson  
MEC, BEd

Senior Lecturers
Khorsheed Chowdhury  
PhD, MEC, MA, BA(Hons)

Anusha Cooray  
PhD, MA, BA

Kanikessa Jayanthakumar  
PhD, MPhil, BCom(Hons)

Cassey Lee  
PhD, MPhil, B Ecom(Hons)

Martin O'Brien  
PhD, BCom(Hons)

Eduardo Pol  
Dr EcoSc, Lic (Pol Ecol)

John Rodgers  
PhD, MA, DipInPrac, BAGEd

Peter Siminiski  
PhD, BMathEcon(Hons), BA

Associate Lecturer
Alimma Zang  
BComSc & Engineering in Software (Beijing), GradCert in Commerce

School of Management and Marketing

Acting Head of School
Associate Professor Sam Garrett-Jones  
PhD, MSc, BSc (Hons)

Commenced July 2010 – Current

Acting Head of School
Professor Mary Barrett  
PhD, MBA, BA(Hons)

December 2009 – July 2010

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

Associate Head of School – Marketing
Dr Shaun Powell  
PhD, BA(Hons)

Professors
Mary Barrett  
PhD, MBA, BA(Hons)

Patrick Dawson  
PhD, BScSci(Hons)

Sara Dolnicar  
PhD, MMA (Currently IBSSR Director)

Trevor Spedding  
PhD CSat, BSc(Hons)

Currently Dean of Faculty

Research Professor of Marketing
John Rossiter
PhD, MSc, BPsych(Hons)

Associate Professors
Rodney Clarke
PhD, Docent (Karlstad, SE), MBCS, BA, GDbushashfolye, INGTRC, ACCHPS
Sam Garrett-Jones
PhD, MSc, BSc(Hons)
Andrew Sense
PhD, BE
AB Sim
PhD, MBA, BA (Hons)
Michael Zanko
PhD, MBA, BA (Hons)
Gary Noble
PhD, MCom (Hons), MBA, BEd, AFAIM

Senior Lecturers
Jennifer Algic
PhD, BCom Hans
Lois Burgess
PhD, Binfotech (Hons)
Marios Fernando
PhD, MBA, BCom, (Special), Attorney at Law – Supreme Court of Sri Lanka
Karin Kamara
PhD, GDbApArts, BSc (physio) (Hons), BA, Dip Ed
Elias Kyriazis
PhD, MCom (Hons), BCom
Peter Massingham
PhD, MBA, BA
Anne Vo
PhD, MBA, BCom

Lecturers
Raji Chowdhury
PhD
Rafiul Islam
PhD
Julie Francis
PhD, BCom (Hons), BSc
Robert Grant
MBA, BCom
Michael Gross
MBA
Amina Ait El Houssi
MBA
Michael Jones
PhD, BCom(Hons)
Uraiorn Kattiyaprappong (Ping)
PhD, MBus (Int Mark), BA (Marketing)
Greg Kerr
MBA, DBA, ALGA, AMAMI
Les Kirchmayer
MBA, BSc Eng
Peter McLean
PhD, MCom, B.Bus (DIST), BA
Matt Ngui
MSW, BA
Until December 2010
Cindy Nguyen
MBA (Research), B Econ (Hons)
Matthew Pepper
PhD, MSc, BEng (Hons)
Alan Pomeroy
PhD, MBA, Dip Ed, BEd
Lynnae Sheridan
PhD, BAppSci (Hons), GradCert. (Tertiary Teaching)
Chris Sykes
PhD, MSP, BT

Venkata Yanamandram
PhD, MBA, MSc

Associate Lecturers
Christa Wood
MSHRM, BCom
Janetle Rowland
BCom
Sue Slowikowski
MBA (Dist), BBus(Marketing), Cert 4 – Assessment & Workplace Training

Adjunct Associate Lecturer
Paul Chad
MCom, MBA, BSc (Honours), Cert IV – Assessment & Workplace Training, CP, FAMI, AIMM

Research Fellow
Melanie Randle
PhD, MR, BAdmin

Professional Staff
Faculty Executive Manager
Theresa Hoynes
MBT, GradCert/Management with Distinction, BSW

Until 17 October 2010
Dominic Riordan
MMgt (Dist), GradCertMgt, BAVLLB
Commenced 18 October 2010

Executive Assistant
Stacey Thomas
DipBusAdmin

Finance Manager
Rosemary Cooper
BCom

Project Manager (PROPEL)
Karen Lovasz
BA, DipFLM, CertIV TAA

Information Technology Manager
Phil Testa
MMgt with Distinction, GCertMgmt

Administration Managers
Tina Mak
MAppSc with Distinction, BMaths(BE(Hons))
Lesley Simes
Cert IV Frontline Mgmt, Cert Ill Fine Arts
Lisa Simmons
BA

Teaching Learning Manager
Justin Norris
BA with Distinction

International Manager
Karim Wells
Personnel Administration Cert

Admissions Officer
Kate Megee
BCom (Financial Planning)

Marketing and Recruitment Officer
Kimberley Humphries
BA, Advanced Dip Mkt, Dip Mgmt

Design and Editorial Officer
Robert Hood
MA(Hons), BA(Hons), DipEd

Senior Systems Development Officer
Louie Athanasiadis
BNet, BMath

Systems Development Officer
Zoran Stojakovic
BMath

Systems Administrator
Dean Trifunovich

Desktop Support Officers
Daryll Trkulja
Stephen Jovanov

Web and Knowledge Management Coordinator
Michelle Rankin
AdvCert BusAdmin, AdvDip Project Mgmt

Client Services Team Leader/ Education Centre Coordinator
Susan Branch
BA

Teaching and Learning Administrative Officer
Allison Connor

Administrative Officers
Cynthia Nicholson
Wendy Grant

Melissa Lavery
Dip Bus Admin & Certificate IV in Frontline Mgmt

Administrative Officer, Internship Program
Mari Dwarte
CertIV Frontline Mgmt, Cert Ill BusAdmin, Secretarial/Book-keeping Certificate

Finance Officers
Phil Luskam
Acc Procedures Cert, Cet IV in Human Resources
Karyn Souter
BCom

Assistant Finance Officer
Jim Longley
AssocDipAcc

Finance Administration Officers
Melissa Davies
Certificate II and III Business and Office Administration
Commenced October 2010 on contract
Christine O’Brien
BA (Hons)
Commenced August 2010 on contract

Research Publication and Quality Coordinator
Maree Horne
MStrathHRMgmt

Admissions Officer/HDR Coordinator
Robert Beretov
BCom
Client Services Officers
Sula Giannakenas
Lena Ivanecvic
Cert IV BusAdmin

Administrative Assistants
Carol Borgatti
Debbie Critcher
Cert IV BusAdmin
Angelika Green
Cert IV BusAdmin with Distinction, Cert IV Human Resources, Cert IV in TAA, DipBusAdmin with Credits
Patricia Hamlet
Cert IV BusAdmin, Justice of the Peace (NSW)

Indigenous Trainee
Kate Faucett

Student Support Advisers
Danial Morgan
BA (Communications), Cert IV in Frontline Management, Cert IV in Small Business Management, NSW Justice of the Peace
Ann-Maree Smith
BA, DipEd., Cert IV Frontline Management, Cert IV Computer Skills

ASD
Celeste Rossetto
PhD, BA(Hons), Grad. DipEd.(TESOL), RN

Library
Allison Hill
BA (Library & Information Science), AssocDip. Library Practice
Jeanetta Kettle
BA, Grad. Dip. (Information Studies), Grad. DipEd.

Learning Designer
Sandra Humphries
MA(IT in Ed.), BA, Dip. IT

Deans’ Merit List 2010
Catherine Alexander
Samuel Amvrazis
Ben Anderson
Jessica Apperley
Christopher Arnold
Dean Austin
Jocelyn Bailey
Reema Barri
Filipe Barros
Elise Bedwell
Dzenisa Beglerovic
Adam Birrer
Aimee Bower
Linda Bricevski
Patrick Caldwell
Gabrielle Cardillo
Nicole Carrigan
Katie Challita
Yee Lum Cheung
Kimberley Chikitch
Cheuk Hung Choi
Adam Clark
Julia Collett
Ryan Cook
Matthew Cooke
Alexander Cousins
Emily Cuakaleski
Keira Daniels
Paige Davidson
Iris Day
Kieran De La Harpe
Amelia Dixon
Kylie Dixon
Alexandra Dodd
Anastasia Dolgacheva
Lauren Doyle
Nanomi Dubber
Steven Ewens
Rohana Fleming
Chelsea Fraser
Tabitha Galvin
Michael Giardullo
Alexandra Golez
Xun Gong
Michelle Goodhew
Adam Gerham
Joshua Goulton
Haydn Greentree
Daniel Grozdanov
Amy Hallam
Kathryn Hayward
Erong He
Rehana Heckbarally
Samantha Helt
Leilani Hile
Karen Ho
Tairan Huang
Nicola Hummerston
Thi Lan Thao Huynh
Frank Iannuzzelli
Shibani Iyer
Lihui Ji
Lihui Ji
Ben Johnson
Aaron Johnson
Anna Johnson-Hill
Dean Jones
Rebecca Katseles
Leanne Keane
Sau Kong
Raymond Kumiawan
Peter Lake
Rachel Lambert
Clifford Lewis
Danielle Logan
Emily Lonsdale
Cassandra Low
Sean Lu
Manli Lv
Vanessa Mallinson
Ashleigh Mallinson
Heather Marciano
Kristen Marin
Kurt Mayell
Tyson McCarthy
Jessica Meredith
Lorelle Metusela
Kerryn Mirande
Claire Morgan
Rocco Musuveci
Rebecca Nasta
Mitchell Neto
Lloyd Niccol
Melissa Nichols
Adam Oliver
Rochelle Orphin
Katrina Oswald
Martin Page
Faculty Student Awards 2010

Undergraduate Scholarships
Cassie Rutter
Paul Sartor

Faculty Honours Scholarships
Adam Oliver (Marketing)
Jessica Pratten (Economics)
Alex Paull (Economics)
Iltaf Khan (Economics)
Michael Longley (Finance)
Viktor Tomeski (Finance)

University Postgraduate Scholarships
Irl Alove
Bonnie Cord
Cha Li Jiang
Clifford Lewis
Qigu Liu
Ying Liu
Stephanie Perkiss
Duncan Rintoul

Dean’s Scholars
Katherine Akele
Nicola Baz-Buttel
Declan Berridge
Amie Capismolla
Nicholas Chan
William Chapman
Alexander Coussley
Brittany Crawford

Charles Curry
Zac De Jongh
Cooper Dunn
Katrina Filacouridis
Thomas Gaudiosi
Jonathan Gawthorne
Sarah Grant
Jaymes Holden
Stephanie Hummerston
Sarah Jackson
Martin Jankowski
Michelle Josevski
Matthew Kusi-Appau
Manli Lv
Thomas Lyons
Caroline Mammatt
Kristen Marin
Hannah McColl
Tamsyn Moana-Veale
James O’Neile
Sarah Panagiotou
Stephanie Pestana
Matthew Poyton
Emma Reeves
Daniel Rooke
Emily Ryan
Paul Sartor
Samantha Shaw
Stephanie Pestana
Jenni Zhang
Alex Tosh

Dean’s Recognition Award—Commerce Indigenous Student Excellence Prize
Kate Trezona

Dean’s Recognition Award—Commerce Indigenous Student Most Improved Prize
Kim Reay

Dr Hemant Deo Memorial Prize
Trend Skjaergaard

Laszlo Abel Memorial Prize
Matthew Ettenhofer

HDR Student Excellence Award
Amir Arjomandi

Faculty of Commerce Student Leadership Prize
CCAD Group (Chinese Commerce Academic Development Group)
Caili Chen
Daniel Clay
Jin Cui
Xun Gong
Tairan Huang
Weijie Hu
Lihui Ji
Michael Longley
Yu Wang
Ye Yang
Xuepeng Zhang
Yanran Zhou
Yingyan Zhou
Min Zhu

Dean’s Recognition Award—Commerce Indigenous Student Excellence Prize
Kate Trezona

Dean’s Recognition Award—Commerce Indigenous Student Most Improved Prize
Kim Reay

Dr Hemant Deo Memorial Prize
Trend Skjaergaard

Laszlo Abel Memorial Prize
Matthew Ettenhofer

HDR Student Excellence Award
Amir Arjomandi

Faculty of Commerce Student Leadership Prize
CCAD Group (Chinese Commerce Academic Development Group)
Caili Chen
Daniel Clay
Jin Cui
Xun Gong
Tairan Huang
Weijie Hu
Lihui Ji
Michael Longley
Yu Wang
Ye Yang
Xuepeng Zhang
Yanran Zhou
Yingyan Zhou
Min Zhu

NAB Commerce Scholarships 2010
Alicia Chapple
Leilani Hile

BlueScope Steel Commerce Work Integrated Learning Scholarship 2010
Cody Herd

Alumni Bookshop Faculty Prize
Jessica Pratten

Commerce and Business Alumni Award
Christophe Capel

Commerce and Business Alumni Student Award
Ashleigh Fey Becker

Shue Yan College Bachelor of Commerce Scholarship Fee Waiver
Chun Fai Lam

School of Accounting and Finance
Allan Coote Memorial Prize
Adam Birrer
Amelia Dixon

Association of Taxation and Management Accountants Annual Prize for Tax Planning
Tamara South
BHP Billiton Mark Smuk Memorial Prize
Lauren Critchley

CPA Australia 1st Year Annual Prize for Accounting in Organisations
Samantha Shaw

CPA Australia 2nd Year Annual Prize for Financial Accounting IIB
Amelia Dixon

CPA Australia 3rd Year Annual Prize for Financial Accounting III
Vanessa Mallinson

Finance Control Prize for Retirement and Estate Planning
Nicolas Zur

Finance Control Prize for Risk and Insurance
Ryan Cook

Financial Planning Association of Australia Prize for Introduction to Financial Planning
Alexandra Goletz

Financial Planning Association of Australia Prize for Advanced Financial Planning
My Hang Phuong Pham

Financial Services Institute of Australasia (FINSIA) Annual Prize for Portfolio Analysis
Daniel Clark
Iris Day

The Institute of Chartered Accountants in Australia Prize for Information Systems in Accounting
Amelia Dixon

The Institute of Chartered Accountants in Australia Prize for Financial Markets and Institutions
Amelia Dixon
Viktor Tomeski

Jirsch Sutherland Annual Prize for Independent Accounting Expert Reports
Emman Faroukh

John Wiley Book Prize for Accounting Fundamentals in Society
Samantha Shaw

KPMG Chartered Accountants Annual Prize for Professional Practice – Auditing and Risk Assurance
Elizabeth Day

Orestis Trikas Memorial Prize
Vanessa Mallinson

PricewaterhouseCoopers Annual Prize for Auditing and Assurance Services
Linda Bricevski
Xun Gong

School of Economics

School Prize for Introductory Microeconomics
Fabian Tamp

GHD Meyrick Prize in Economics
Filipe Barros

Illawarra Business Chamber Prize for Macroeconomic Theory and Policy
Martin Stevenson

Illawarra Regional Information Services John Steinke Prize in Economics
Mitchell Neto

IRIS Centre Prize for Marketing Research
Elizabeth Kerr
Nathan Purnell

Pearson Australia Prize in Statistics for Business
Kylie Dixon

School of Management and Marketing

Australian Human Resources Institute Prize for Excellence
Jodie Russell

BIS Industrial Logistics Prize
Julia Spiel

DMW Group Prize for Excellence in Managing Human Resources
Katherine Telfer

IRIS Centre Prize for Marketing Research
Elizabeth Kerr
Nathan Purnell

IRIS Centre Prize for Small Business Research
Carly Garard

Illawarra Credit Union Prize for Marketing Excellence Prize
Lauren Doyle

School Prize for MGMT941: Small Business Management
Gandharv Bhushan Jain
Kristina Milevski

Tourism Wollongong Excellence Prize
Barron Kel Hanson

Sponsors

The Faculty of Commerce gratefully acknowledges the support of the following sponsors:
Association of Taxation and Management Accountants
Australian Human Resources Institute
BHP Billiton
BIS Industrial Logistics
Bluescope Steel
Commerce & Sydney Business School Alumni
Dean of Commerce Finance Control
Financial Planning Association of Australia
Financial Services Institute of Australasia
Illawarra Credit Union
IRIS Research
Institute of Chartered Accountants in Australia
Jirsch Sutherland
John Wiley Australia Ltd
Kenneth A Blakey
KPMG
GHD Meyrick
Mr Chris Mooney
National Australia Bank
Pearson Australia
PricewaterhouseCoopers
Professor John Steinke
Shue Yan College
The Abel Family
The Coote Family
The Deo Family
The Smuk Family
The Trikas Family
Tourism Wollongong
UOW Alumni Campus Chapter
APPENDIX 3: STAFF AWARDS, 2010

Early Career Researcher Achievement Award
Mr Graham Bowrey
Mr Zhiming Cheng

Professional Service Award
Dr Ciorstan Smark

Outstanding Researcher of the Year Award
Prof Sara Dolnicar

Special Commendation
Dr Lee Moerman
A/PR Abbas Valadkhani

Faculty Teaching Excellence Awards – Teaching Excellence Award
Dr Shiguang Ma
Mrs Susan Slowikowski

Faculty Teaching Excellence Awards – Sessional Teaching Excellence Award in Recognition of Curriculum Development
Mr Paul Chad

Teaching and Learning Innovation Awards
Dr Lois Burgess

Teaching and Research All-round Performance Award
Dr Mario Fernando
Dr Peter Siminski

Excellence in Client Service Awards
Student Services Team
Susan Branch
Lena Ivanicvic
Sula Giannakenas
Casey Potter

Special Commendation for Excellence in Client Service
Patricia Hamlet

From left: Dean’s Merit List award winners
Elizabeth Pecipajkovski and Robecca Nasta
School of Accounting and Finance

Book


Xu, G. 2010, MetaCapitalism Efficiency in Australian Telecommunications Industry – An Empirical Research, VDM Verlag Dr. Müller Aktiengesellschaft & Co. KG, Germany.

Book Chapter


Journal Article


Ma, S., Naughton, T. & Tian, G. G. 2010, ‘Ownership and ownership concentration: which is important in determining the performance of China’s listed firms?’, Accounting and Finance, vol. 50, no. 4, pp. 871–897.


School of Economics

Book Chapter


Journal Article


APPENDICES


APPENDICES

Oxford University, Oxford, pp. 1–12.


Siminski, P. M. & Yerokhin, O. 2010, ‘Is the age gradient in self reported material hardship explained by resources, needs, behaviours or reporting bias?’, XVII Italian National Conference on Labour Economics, Associazione Italiana Economisti del Lavoro, Italy, pp. 1–36.

Siminski, P. M. & Yerokhin, O. 2010, ‘Is the age gradient in self reported material hardship explained by resources, needs, behaviours or reporting bias?’, SPRC Seminar: The age gradient in self-reported material hardship, UNSW, Sydney, pp. 1–36.

Siminski, P. M. & Yerokhin, O. 2010, ‘Is the age gradient in self reported material hardship explained by resources, needs, behaviours or reporting bias?’, Australian Conference of Economists (ACE10), Economic Society of Australia, Sydney, pp. 1–36.


South Australia, April 2010.


School of Management and Marketing

Book


Robbins, S., Judge, T., Millell, B. & Jones, M. L. 2010, @The Essentials, Pearson Australia, Australia.

Book Chapter


APPENDICES


Massingham, P. R. 2010, ‘Managing knowledge transfer between parent country nationals (Australia) and host country nationals (Asia)’, International Journal of Human Resource Management, vol. 21, no. 9, pp. 1414–1435.


Journal Publication (Edited)


Conference Publication

Barrett, M. & Moores, K. 2010, ‘Looking anew at women’s entrepreneurship: How the family firm context and a radical subjectivist view of economics helps reshape women’s entrepreneurship research (Women Entrepreneurs in Family Business: A Radical Subjectivist View)’, 6TH WORKSHOP ON FAMILY FIRMS MANAGEMENT RESEARCH, European Institute for Advanced Studies in Management (EIASM), Barcelona, pp. 1–17.


APPENDICES

APPENDIX 5: FACULTY GOVERNANCE

Commerce Faculty Advisory Board Membership

Faculty Representatives
Executive Dean (Business), ex-officio (Professor John Glynn)
Dean of Commerce, ex-officio (Professor Trevor Spedding)
Associate Dean (Business), ex-officio (Associate Professor Gary Noble)
Faculty Executive Manager, ex-officio (Theresa Hoynes/Dominic Riordan)

Current Members
Mr Warwick Shanks, Partner KPMG (Chair)
Dr Steve Andersen, Consultant Southern-IML Pathology
Mr Frank Di Giorgio, Principal Adviser, Foreign Investment and Trade Policy Division, the Treasury
Mr David Farmer, General Manager Wollongong City Council
Mr Dom Figliomeni, CEO Port Kembla Port Corporation
Mr Greg Fisher, CEO Illawarra Business Chamber
Ms Kath McCormack, Director CatholicCare
Ms Rae Mitchell, Principal Smiths Hill High School
Ms Dianne Murray, Institute Director TAFE Illawarra Institute
Mr Rob Ryan, CEO IMB
Mr Roger Summerill, Regional Development Australia-Illawarra
Mr Terry Wylie, Principal Caringbah High School

APPENDICES
CONTACT INFORMATION

For more information about the University and the Faculty of Commerce, please visit www.uow.edu.au

Enquiries about courses and subjects may be directed to:

Wollongong Uniadvice

Te: 1300 367 869     Fax: +61 2 4221 4392

Email: uniadvice@uow.edu.au

Other enquiries can be made during office hours to:

The Switchboard

Tel: +61 2 4221 3555
Fax: +61 2 4221 4322
Switchboard 8.30am – 5.30pm
Office hours Monday to Friday

Connecting with Commerce is available from the Faculty's website:
www.uow.edu.au/commerce