13th Postgraduate Research Colloquium

PROGRAM OF EVENTS

Monday 22 September & Tuesday 23 September 2014
Welcome

It is with great pleasure that we welcome academic staff, research students and members of industry to the University of South Australia Business School’s thirteenth Postgraduate Research Colloquium.

This year the Colloquium extends over two days, with keynote speakers on both days. Day One is devoted to academic exchange with Day Two focusing more on engagement with industry.

The annual Colloquium is an excellent opportunity for students to present their work, hear each other’s presentations, develop their own presentation skills, and set goals for their research and its completion. There are challenges and difficulties in research studies but also overwhelming benefits in engaging in and completing research at this level. Supervisors will benefit from exposure to refreshing insights made by other researchers. Importantly, the Colloquium is a time to renew acquaintances and meet new researchers. The journey is often a little easier when we can share experiences with others travelling the same road.

This year’s Colloquium will provide some of you the opportunity to present to others from outside the academy. This will allow you to gain insights into communicating the importance of your work, and how to explain it clearly.

The Colloquium is a forum where researchers give and receive constructive feedback, so please provide clear and incisive comments to others in the spirit of building, rather than demolishing, others’ work. Please consider what you can add to another’s work, for example, by suggesting any relevant literature you know, suggestions for sharpening the method, measures to use and for gathering data, suggestions for analysing the data, and by expanding the analysis and discussion. Feedback sheets will also be provided to support this process.

Use the opportunity to meet people from outside the University. Here too there may be exciting opportunities to advance your work, or meet others from a very different background with whom you can engage.

We look forward to speaking with many of you, and trust we will have a profitable two days of sharing ideas.
# Program – Day One
**Monday 22 September 2014**

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
<th>Room</th>
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<tbody>
<tr>
<td>8.30am</td>
<td>Registration Open</td>
<td>Bradley Forum Foyer</td>
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<tr>
<td>8.50am</td>
<td><strong>Welcome and Opening</strong></td>
<td>Bradley Forum</td>
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<tr>
<td></td>
<td><em>Professor Martin Shanahan</em></td>
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<td></td>
<td><strong>Professor Marie Wilson</strong></td>
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<td>Pro Vice Chancellor Business &amp; Law</td>
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<tr>
<td>9.00am</td>
<td><strong>Presentation Session One</strong></td>
<td>H6-09, H6-12, RR5-09</td>
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<tr>
<td>10.30am</td>
<td><strong>Morning Tea</strong></td>
<td>Bradley Forum Foyer</td>
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<tr>
<td>11.00am</td>
<td><strong>Keynote Address</strong></td>
<td>Bradley Forum</td>
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<td></td>
<td>‘Sticks and stones may break your bones, but supervisors may certainly hurt you…and you them’</td>
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<tr>
<td></td>
<td><strong>Professor John Rose</strong></td>
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<td></td>
<td>Director: Research</td>
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<td></td>
<td>Institute for Choice</td>
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<tr>
<td>12.00pm</td>
<td><strong>Lunch</strong></td>
<td>Bradley Forum Foyer</td>
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<tr>
<td>12.50pm</td>
<td><strong>Presentation Session Two</strong></td>
<td>H6-09, H6-12, RR5-09</td>
</tr>
<tr>
<td>2.20pm</td>
<td><strong>Presentation Session Three</strong></td>
<td>H6-09, H6-12, RR5-09</td>
</tr>
<tr>
<td>3.50pm</td>
<td><strong>Afternoon Tea</strong></td>
<td>Bradley Forum Foyer</td>
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<tr>
<td>4.15pm</td>
<td><strong>Panel Sessions</strong></td>
<td>H6-12, RR5-09</td>
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<td>New Student Panel</td>
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<td></td>
<td>Completing Student Panel</td>
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<td>5.00pm</td>
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# Program – Day Two

**Tuesday 23 September 2014**

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
<th>Room</th>
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<tbody>
<tr>
<td>8.30am</td>
<td>Registration Open</td>
<td>Bradley Forum Foyer</td>
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<tr>
<td>9.00am</td>
<td><strong>Planning for life after your PhD: The Academic of the future</strong></td>
<td>Bradley Forum</td>
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<tr>
<td></td>
<td><strong>Associate Professor Peter Murphy</strong></td>
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<td>Associate Director: Industry, Mawson Institute</td>
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<td></td>
<td>Division of Information Technology, Engineering and the Environment</td>
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<tr>
<td>10.00am</td>
<td><strong>Three Minute Thesis Presentations</strong></td>
<td>Bradley Forum</td>
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<tr>
<td>10.30am</td>
<td>Morning Tea</td>
<td>Bradley Forum Foyer</td>
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<tr>
<td>11.00am</td>
<td><strong>Presentation Session Four</strong></td>
<td>H6-09, H6-12, RR5-09</td>
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<tr>
<td>12.30pm</td>
<td>Lunch</td>
<td>Bradley Forum Foyer</td>
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<tr>
<td>1.30pm</td>
<td><strong>Presentation Session Five</strong></td>
<td>H6-09, H6-12, RR5-09</td>
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<tr>
<td>3.00pm</td>
<td>Afternoon Tea</td>
<td>Bradley Forum Foyer</td>
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<tr>
<td>3.30pm</td>
<td><strong>Five Minutes with Industry</strong></td>
<td>Bradley Forum</td>
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<td>Five Minute Pitch to Industry Speed Networking Session</td>
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<td>5.00pm</td>
<td><strong>Postgraduate Research Networking with Industry</strong></td>
<td>Bradley Forum Foyer</td>
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<td>Drinks and canapés</td>
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<td>6.30pm</td>
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The Colloquium will be held in the Bradley Forum, Hawke Building (H) (map ref C1) and the Rowland Rees Building (RR) (map ref C2) at City West Campus.
Notes to Speakers

Please speak for approximately 15 – 20 minutes. Each session will be chaired. The Chair will be instructed to warn you when you have 5 minutes left to speak.

There is a maximum of 30 minutes allowed per speaker which includes time for questions and the completion of feedback sheets by the audience.

Notes to Audience

There is a great variation in the experience of the speakers. Some are Doctoral students who have almost completed their thesis. Some presenters may be Masters students, while others have been engaged in postgraduate research work for only a few months. Therefore, comments and constructive criticism should be rigorous but fair. Questioners should be mindful of the experience of the presenter. Comments and questions should be directed at removing misunderstandings, increasing the clarity of ideas, and advancing understanding. Suggestions and ideas should also be aimed at assisting the student improve his or her piece of work. Questions or comments that are not aimed at advancing academic discourse will be disallowed by the Chair.

Please complete a feedback sheet for each presentation to enable the research student to gain constructive feedback on their presentation. You can return your completed feedback sheets to the Chair of each presentation room.

Chairs/Commentators

Many sessions will have two academics assigned to attend. The Chair will chair the session which includes introducing the speaker, time keeping, and calling for questions. The Commentator will provide feedback to the speaker on their presentation. It is likely that at least one person will not be from the same research area as the speaker.

Engage with others!

One of the important aspects of the Colloquium is meeting other students. Please make an effort to meet with students, colleagues and staff members you may not have met previously. Please try and go to at least one session that is outside your area of expertise or experience, as this will not only broaden your exposure to other academic approaches, it may also prove beneficial to your own work. Please wear your name badge throughout both days.

Please note, the dress code for the day is smart/casual, i.e. no jeans or thongs!
Keynote Address

Sticks and stones may break your bones, but supervisors may certainly hurt you…and you them

Monday 22 September, 11.00am, Bradley Forum

Professor John Rose, Director: Research, Institute for Choice, UniSA Business School

Over the past decade, John has both witnessed and personally experienced numerous candidate-supervisor relationships, some successful, some not. In this presentation, within the framework of these experiences, John will discuss strategies that will maximise your likelihood of surviving your PhD, and not giving your supervisor a heart attack in the process.

Dr John Rose is Research Professor and Director at the Institute for Choice (I4C) located at the University of South Australia. Prior to that, John was Professor at the Institute of Transport and Logistics Studies (ITLS), Director of the Choice Analysis Program, where he was Deputy Director and Graduate Studies Program Director. John began his academic career in the field of marketing, commencing as an associate lecturer in the Discipline of Marketing at the University of Sydney in 1995. As an associate lecturer, John taught marketing principles, consumer behaviour, introductory and advanced marketing research techniques, and new product development, all at the undergraduate and postgraduate levels. In 1999, John was promoted to the level of Lecturer where he continued in his teaching role and was acting head of discipline until 2001. In this role, John reshaped the Discipline, introducing new subjects and moving the Discipline into the first year of undergraduate studies.

In 2001 John moved over to the ITLS to complete his PhD under Professor David Hensher. John was responsible for teaching transport modelling, transport economics, and discrete choice modelling. John’s research interests are in the areas of discrete choice modelling and efficient stated choice experiments. John has many articles published in the top Transportation and Logistics journals (including Transportation, Transportation Research A, B and E) and is a co-author of (with Professors David Hensher and William Greene) Applied Choice Analysis; A Primer, (2005) by Cambridge University Press. He is currently writing a book on generating efficient stated choice experimental designs (with Mike Bliemer). Currently John is active in consulting, working in the areas of Toll Road evaluation and modelling, demand and take up for pharmaceutical and agricultural products. In between all this, John spent five years as a member of the Australian Army Reserve (1997-2002). Currently, John is a volunteer at Monica’s Last Chance Doggie Rescue where he helps care for special needs dogs (http://www.doggierescue.com/). John was also appointed a visiting Professor to Institute of Transport Studies, Faculty of Environment at the University of Leeds.
Panel Sessions

**New Student Panel Session**  
Monday 22 September, 4.15pm, H6-12

The topics discussed in this session will be:

- ‘*Hints on settling in and completing the first year*’
  Current students will share their experience of what they learned while developing their research proposal.

- ‘*What should new students expect in their first year?*’
  Supervisors will provide helpful hints and tips on how to get started with your research.

**Panel Members**  
Professor Martin Shanahan, Chair  
AsProf Sumit Lodhia, School of Commerce  
Dr Yoshio Yanadori, School of Management  
Salah Alshorman, PhD Scholar, School of Commerce  
Damien Wallace, PhD Scholar, School of Commerce

**Completing Student Panel Session**  
Monday 22 September, 4.15pm, RR5-09

The topics discussed in this session will be:

- ‘*Hints on completing your thesis*’
  Recently completed students will provide helpful hints about methods they used to complete their thesis on time including how they used milestones and time plans.

- ‘*How did you get your students to complete?*’
  Supervisors will provide advice on how they helped their students to complete.

**Panel Members**  
AsProf Bruce Gurd, Chair  
Dr Carmen Reaiche, School of Management  
Dr Richard Lee, School of Marketing  
Dr Chunfang Xu, Completed PhD Scholar, School of Commerce  
Dr Amanpreet Kaur, Completed PhD Scholar, School of Commerce
Planning for life after your PhD: the Academic of the future
Tuesday 23 September, 9.00am, Bradley Forum

Associate Professor Peter Murphy, Associate Director: Industry, Mawson Institute, Division of Information Technology, Engineering and the Environment

This session will focus on the following:

- Self-introduction
- PhD's - some interesting facts and statistics
- You have a PhD - what next?
- Research Leadership - the difference between a leading researcher and a research leader
- Engaging with Industry - why is it important?
- Strategies for industry engagement
- Industry engagement - a case study (SMR Automotive Australia)
- Questions?

Associate Professor Peter Murphy is currently the Associate Director: Industry at the Mawson Institute within the Division of Information Technology, Engineering and the Environment (ITEE). His research passion is working with industry to deliver commercial outcomes of societal significance. Peter joined UniSA in October 2003, initially as a member of the Ian Wark Research Institute. Working almost exclusively with industry, his research covers both fundamental and applied outcomes. Over the past few years, he has won over $12 million of research grant funding from sources including the ARC, various CRCs and the SA state government. Peter has a diverse range of research outputs, including a recent publication in Nature Materials, multiple patent filings and fully commercialised product in the global market place. He has recently been appointed to the board of Directors of Heliostat-SA, a South Australian based start-up company that will manufacture sun-tracking heliostats for the concentrated solar power industry. Prior to joining UniSA, Peter spent 10 years working for SOLA International Holdings Ltd, at the time, one of the world’s largest manufacturers of plastic ophthalmic and sun lenses. Working in the global R&D centre based in Adelaide, he worked on several international projects involving European and North American collaborators.
Three Minute Thesis Competition Presentations

Tuesday 23 September, 10.00am, Bradley Forum

An 80,000 word thesis would take 9 hours to present - could you explain your thesis in just 3 minutes?

Our Business School 3MT competitors can do just that!

3MT is a competition which challenges the University’s top research students to present their thesis topic in clear, non-technical language, using just one visual slide, in only three minutes.

Join us to learn more about this exciting and rewarding competition and to see our Business School 2014 finalists deliver their engaging presentations.

**Presenters**

Sheheryar Khan, PhD Scholar, School of Management
‘The longevity of large enterprises: a study of the factors that sustain enterprises over an extended period of time’

Mohsen Varsei, PhD Scholar, School of Management
‘Sustainable supply chain design: why, what and how’

Amy Wilson, Masters by Research Scholar, School of Marketing
‘Stick With It! A novel approach to weight loss maintenance’
Five Minutes with Industry

Tuesday 23 September, 3.30pm, Bradley Forum

Five Minute Pitch to Industry
3.30pm – 4.15pm

In this session, selected research students will deliver a five minute presentation on their research and how it is relevant to industry, to a Panel of industry experts and a wider audience.

Mohsen Varsei, PhD Scholar, School of Management
‘Supply chain network optimisation: cutting transportation costs and emissions’

Ava Huang, Masters by Research Scholar, School of Marketing
‘What factors influence price elasticity for high-priced brands’

Huda Khan, PhD Scholar, School of Marketing
‘Localisation of products’ packaging: a good or a bad strategy for foreign marketers’

Xianlu Zeng, PhD Scholar, School of Law
‘As harsh as it is painted? - A study of the Chinese youth justice system and international requirements’

Speed Networking Session
4.15pm – 5.00pm

Following the presentations, industry guests and academic researchers will facilitate an interactive and engaging speed networking session with students, staff and guests, to share practical tips and advice on the following topics:

- Presenting and reporting to Industry
- How to cold call/approach Industry
- Breaking jargon
- Creating fame

Postgraduate Research Networking with Industry
5.00pm – 6.30pm

Join us for drinks and canapés and to network with industry guests, academics and research students from across the Business School.
## Presentation Session One
**Monday 22 September 2014**
**9.00am – 10.30am**

### CHINA STUDIES

<table>
<thead>
<tr>
<th>Time</th>
<th>Speaker</th>
<th>Title</th>
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<tbody>
<tr>
<td>9.00am</td>
<td>Po Shan Yu</td>
<td>The role of fixed asset investment in China’s regional residential development</td>
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<tr>
<td>9.30am</td>
<td>Min Min</td>
<td>Bottom-up approach towards strategic HRM among Chinese indigenous companies</td>
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<tr>
<td>10.00am</td>
<td>Jun Wang</td>
<td>Volunteer tourists’ socio-cultural responsible behavioural intention: a study of Chinese volunteer tourists</td>
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**Chair:** Dr Sam Huang  
**Commentator:** Dr Sunny Lee  
**Room Coordinator:** Alicia Lepka

### FINANCIAL TRADING

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<tr>
<th>Time</th>
<th>Speaker</th>
<th>Title</th>
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<tbody>
<tr>
<td>9.00am</td>
<td>Damien Wallace</td>
<td>The evolution of price discovery in US equity and derivatives markets</td>
</tr>
<tr>
<td>9.30am</td>
<td>Yang Sun</td>
<td>Informed trading in related stocks</td>
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<tr>
<td>10.00am</td>
<td>Hao Zhou</td>
<td>Algorithmic trading in volatile markets</td>
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**Chair:** AsProf Sarah Wheeler  
**Commentator:** Prof Martin Shanahan  
**Room Coordinator:** John Kerr

### SUSTAINABILITY AND SUPPLY CHAINS

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<tbody>
<tr>
<td>9.00am</td>
<td>Samudi Perera</td>
<td>A dynamic capability approach to sustainable supply chains</td>
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<td>9.30am</td>
<td>Imran Ali</td>
<td>Supply chain risk management in the Australian citrus industry</td>
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<tr>
<td>10.00am</td>
<td>James Abbott</td>
<td>An evaluation method for an energy based sustainability index</td>
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**Chair:** Dr Yoshio Yanadori  
**Commentator:** AsProf Bruce Gurd & Prof Wendy Lacey  
**Room Coordinator:** Caron-Anne Ravno
# Presentation Session Two
## Monday 22 September 2014
### 12.50pm – 2.20pm

## ORGANISATIONAL PERFORMANCE

<table>
<thead>
<tr>
<th>Time</th>
<th>Name</th>
<th>Title</th>
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<tbody>
<tr>
<td>12.50pm</td>
<td>Katherine Christ</td>
<td>Environmental management accounting for water management in the Australian wine industry</td>
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<tr>
<td>1.20pm</td>
<td>Jing Wang</td>
<td>The impact of enterprise risk management (ERM) on organizational performance</td>
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<tr>
<td>1.50pm</td>
<td>Mostafa Sayyadi Ghasabeh</td>
<td>The interactions of transformational leadership and knowledge management in supporting firm performance</td>
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**Chair:** Dr Yoshio Yanadori  
**Commentator:** Dr Sam Huang  
**Room Coordinator:** Cat Conidi

## IMPACT AND EFFECT

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<th>Time</th>
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<tbody>
<tr>
<td>12.50pm</td>
<td>Sairah Hussain</td>
<td>The performance effects of IP appropriation strategy on innovation in Australian organisations</td>
</tr>
<tr>
<td>1.20pm</td>
<td>Yasmin Kamall Khan</td>
<td>The mediating effect of innovation on intellectual capital and SME performance: quantitative and qualitative method</td>
</tr>
<tr>
<td>1.50pm</td>
<td>Cheryll Lim</td>
<td>Mapping social impact reporting: evaluation of social return on investment report with Leximancer Concept Mapping</td>
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**Chair:** Dr Wei Qian  
**Commentator:** Dr Sev Nagalingam  
**Room Coordinator:** James Abiero

## LAW

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<tr>
<th>Time</th>
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<tbody>
<tr>
<td>12.50pm</td>
<td>Xianlu Zeng</td>
<td>As harsh as it is painted? A study of the Chinese youth justice system and international requirements</td>
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<tr>
<td>1.20pm</td>
<td>David Arnold</td>
<td>Protecting common law rights in an age of statutes</td>
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**Chair:** Dr Jie Shen  
**Commentator:** Dr David Plater  
**Room Coordinator:** Olexij Straschko

## MARKETING

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<th>Time</th>
<th>Name</th>
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<tbody>
<tr>
<td>12.50pm</td>
<td>Nicole Hartnett</td>
<td>Advertising content that sells</td>
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<tr>
<td>1.20pm</td>
<td>Huda Khan</td>
<td>Should foreign brands localise their packaging? A comparison of hedonic and utilitarian products</td>
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<tr>
<td>1.50pm</td>
<td>Ava Huang</td>
<td>What factors influence price elasticity for high-priced brands?</td>
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**Chair:** Prof Byron Sharp  
**Commentator:** Dr Justin Cohen  
**Room Coordinator:** Annette Reinli-McMahon
### Presentation Session Three
**Monday 22 September 2014**
**2.20pm – 3.50pm**

#### INFLUENCING HUMAN BEHAVIOUR

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<tr>
<th>Time</th>
<th>Speaker</th>
<th>Title</th>
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<tbody>
<tr>
<td>2.20pm</td>
<td>Ying Guo</td>
<td>Western expatriate perspective on building and utilizing guanxi in China</td>
</tr>
<tr>
<td>2.50pm</td>
<td>Sumi Ingerson</td>
<td>Determinants influencing Australian diners’ return dining behaviour towards ethnic Asian restaurants</td>
</tr>
<tr>
<td>3.20pm</td>
<td>Amy Wilson</td>
<td>Stick with it! A pilot study using Nudging to empower weight loss maintenance</td>
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**Chair:** Prof Larry Lockshin  
**Commentator:** Dr Gerard Stone & Dr Lei Xu  
**Room Coordinator:** Sarah Bown

#### TOURISTS AND MIGRANTS

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<tr>
<th>Time</th>
<th>Speaker</th>
<th>Title</th>
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<tbody>
<tr>
<td>2.20pm</td>
<td>Upekha Andrahannadi</td>
<td>Travel to a post-war region: motivations and behaviour</td>
</tr>
<tr>
<td>2.50pm</td>
<td>Jin Yin</td>
<td>The effects of online interaction on the development of place attachment in the social networking</td>
</tr>
<tr>
<td>3.20pm</td>
<td>Hazreel Hasmi</td>
<td>Leisure and settlement distress: the case of South Australian migrants</td>
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**Chair:** Prof Graham Brown  
**Commentator:** Dr Sukhbir Sandhu  
**Room Coordinator:** James Abiero

#### GENDER STUDIES AND NETWORKS

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<tbody>
<tr>
<td>2.20pm</td>
<td>Kateryna Kalysh</td>
<td>Are family friendly practices good for women’s advancement?</td>
</tr>
<tr>
<td>2.50pm</td>
<td>Azmiri Mian</td>
<td>Know your networks: using the Net-Map toolbox to develop social capital in organizations</td>
</tr>
<tr>
<td>3.20pm</td>
<td>Tim Sealey</td>
<td>Action Man and Passivity Girl</td>
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**Chair:** Prof Rick Sarre  
**Commentator:** AsProf Sarah Wheeler  
**Room Coordinator:** Alicia Lepka
### PERCEPTIONS OF ACCOUNTANTS

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<tbody>
<tr>
<td>11.00am</td>
<td>Julie Warnes</td>
<td>The role of embeddedness, professional identity and career experiences on retention</td>
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<tr>
<td>11.30am</td>
<td>Ani Suryani</td>
<td>The career of last resort</td>
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<tr>
<td>12.00pm</td>
<td>Mitali Panchal</td>
<td>The role of accountants in integrated reporting</td>
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**Chair:** Dr Gerry Treuren  
**Commentator:** Prof Christine Helliar  
**Room Coordinator:** Rachel Guyatt

### SUSTAINABILITY

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<tr>
<td>11.00am</td>
<td>Jay Joseph</td>
<td>Tensions in sustainable business priorities: the central barrier to sustainable development in business</td>
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<td>11.30am</td>
<td>Sheheryar Khan</td>
<td>The longevity of large enterprises: a study of the factors that sustain enterprises over an extended period of time</td>
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<tr>
<td>12.00pm</td>
<td>Tracey Dodd</td>
<td>International sustainable aviation fuel alliances</td>
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**Chair:** Dr Richard Lee  
**Commentator:** Dr Sanjee Perera  
**Room Coordinator:** Anna McCarron

### IMPROVING CORPORATE GOVERNANCE

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<tbody>
<tr>
<td>11.00am</td>
<td>Mohammad Azzam</td>
<td>The impact of mandatory corporate governance code of conduct on earnings management: empirical evidence form the Jordanian stock market</td>
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<tr>
<td>11.30am</td>
<td>Salah Alshorman</td>
<td>Is the tone portrayed in CEO letter to shareholders associated with earnings management?</td>
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<tr>
<td>12.00pm</td>
<td>Elnaz Ettehad</td>
<td>A public interest evaluation of the governance of Australian desalination plants through existing procurement models</td>
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**Chair:** Dr Elvia Sunityo-Shauki  
**Commentator:** Dr Alec Zuo  
**Room Coordinator:** Angie Young
# Presentation Session Five
**Tuesday 23 September 2014**  
**1.30pm – 3.00pm**

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<th>Time</th>
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<tr>
<td>1.30pm</td>
<td>Abou Bakar</td>
<td>A symbolic interactionist approach to Muslim consumer behaviour</td>
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<tr>
<td>2.00pm</td>
<td>Stacey Bradley</td>
<td>Crossing the line: constructions of employee petty theft in South Australia</td>
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<tr>
<td>2.30pm</td>
<td>Jenny Dumont</td>
<td>Green HRM and employee workplace green behaviour</td>
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**Chair:** Dr Carmen Reaiche  
**Commentator:** Prof Cheri Ostroff  
**Room Coordinator:** Annette Reinli-McMahon

## IMPROVING CORPORATE GOVERNANCE

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<tr>
<td>1.30pm</td>
<td>Adele Johns</td>
<td>Good governance, board dynamics and the engagement in financial management</td>
</tr>
<tr>
<td>2.00pm</td>
<td>Nick Takos</td>
<td>Do AFL club boards matter: the roles of authenticity, trust and hope</td>
</tr>
<tr>
<td>2.30pm</td>
<td>Zetty Zahureen, Mohd Yusoff</td>
<td>Roles of the Islamic open market operation (OMO) as a mechanism for a monetary policy transmission in a dual financial system</td>
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**Chair:** Prof Christine Helliar  
**Commentator:** AsProf Sumit Lodhia  
**Room Coordinator:** Anna Prandalos

## MARKETING

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<tr>
<td>1.30pm</td>
<td>Katherine Anderson</td>
<td>The validity of virtual shopping simulations for marketing research</td>
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<tr>
<td>2.00pm</td>
<td>Samantha Hogan</td>
<td>Brand awareness and buying frequency: an empirical comparison</td>
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<td>2.30pm</td>
<td>Cathy Nguyen</td>
<td>When are two brands better than one? Investigating the impact of single versus dual branded ads on advertising effectiveness</td>
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**Chair:** AsProf Rachel Kennedy  
**Commentator:** Dr Margaret Faulkner and Prof Martin Shanahan  
**Room Coordinator:** Rachael Palcini
Colloquium Presenters

Presentation Session One
Monday 22 September 2014
9.00am – 10.30am

The role of fixed asset investment in China’s regional residential development

Po Shan (Sam) Yu, PhD Scholar, School of Commerce

Fixed asset investment (FAI) is acknowledged as one of the engines of China’s recent (particularly post-GFC) economic growth. However, there has been insufficient analysis of the rate of growth in FAI, and limited discussion of both the distribution of this FAI and its relationship with property prices in China. This paper aims to examine China’s mainland sub-national governments’ FAI decisions to address a number of important questions. Firstly, are sub-national governments’ FAI decisions driven by the institutional environment established by Central government policy setting? Secondly, under the existing institutional settings what determines sub-national governments’ FAI choices in between building industrial zones and residential property? Then, how do these decisions link to the application of land financing platform? Finally, is the Central government still drawing the blueprint of China’s urbanization, or is this now being steered by sub-national governments’ FAI decisions?

Sam is a PhD scholar at the UniSA Business School. He received his BBus from Edith Cowan University, MSc from the School of Oriental and African Studies, University of London & MCom from Macquarie University. His PhD supervisors have included Professor Martin Shanahan (Dean: Research), Adjunct Professor Mervyn Lewis (Fellow of the Academy of Social Sciences in Australia), Professor David Parker (Professor of Property) & Dr Theodore Xu. Sam’s PhD thesis is about China’s real estate & finance. He also teaches in the UniSA Business School as a Tutor in Finance, Economics & Property.

Bottom-up approach towards strategic HRM among Chinese indigenous companies

Min Min, PhD Scholar, School of Management

People are identified as a source of competitive advantage, and strategic HRM provides an efficient way for enterprises to make use of such advantage, keeping the lead in their industry. However, the definition of Strategic HRM itself is ambiguous and is often taken as an American idea. It is even more restrictively defined as ‘best practices’ among large or successful firms. In non-western context, what relevance is this to enterprises? In this research project, we select Chinese indigenous companies, namely state-owned enterprises (SOEs) and domestic private enterprises (DPEs) to investigate the factors that influence the adoption and implementation of strategic HRM.

Min Min is a PhD student with the School of Management, University of South Australia. She holds BComm and MComm degrees from Macquarie University. Her current research area is strategic human resource management.
**Volunteer tourists’ socio-cultural responsible behavioural intention: a study of Chinese volunteer tourists**

Jun Wang, PhD Scholar, School of Management

Volunteer tourism has been a promising form of alternative tourism. However, serious issues happen dramatically in it because of volunteer tourists’ irresponsible behaviour. Based on the theory of planned behaviour, this research will apply four revised variables, including attitude, motivation, self-efficacy and involvement, and organisational factor in the China context as moderator, to investigate volunteer tourists’ socio-cultural responsible behavioural intention. It will answer: how and in what ways does an aggregation of the four components affect volunteer tourists’ future socio-cultural responsible behavioural intentions; does the organisation act as a moderator significantly? If so, how and in what ways does volunteer tourism organisation moderate the relationship between the four influencing variables and future socio-cultural responsible behavioural intentions? Is it possible to propose a better practice of volunteer tourism after this study? The researcher will spend one month to conduct questionnaires after necessary interviews on volunteer tourists. Regression analysis and factor analysis will be expected to analyse quantitative data. This research will propose a new framework to explain influencing variables of volunteer tourists’ responsible behavioural intention; fill the research gap between the behavioural intention and actual behaviour; provide effective suggestions for a better practice of volunteer tourism.

Jun Wang has been a UniSA Business School PhD Scholar since February 2014. He obtained his Bachelor and Master degrees in Geographical Information System (GIS) and Human Geography (Tourism geography and tourism planning) respectively. Jun has participated in several tourism planning and graphic design projects. He has been a part-time tour guide from early 2008. His research interests include volunteer tourism, cultural tourism, and rural tourism development in East Asia. Jun’s PhD study focuses on responsible behavioural intention of volunteer tourists in China, which is based on his volunteer tourism experience.

**The evolution of price discovery in US equity and derivatives markets**

Damien Wallace, PhD Scholar, School of Commerce

This paper investigates changes in the price discovery portions for two popular securities based on the S&P 500 index, namely the S&P 500 E-mini futures and the SPDR Exchange Traded Fund (Ticker SPY) for the period Jan 2002 through Dec 2013. We show a significant change in the price discovery of these two securities over this period. The E-mini futures are dominant for price discovery until 2007, though on a steady decline. After 2007 the SPY ETF dominates the price discovery process.

Damien is a PhD candidate in the Centre for Applied Financial Studies, School of Commerce which he started in March 2012. He has a Bachelor of Applied Finance and was awarded First Class Honours for his thesis on Australian companies’ use of financial securities to reduce the extent of exposure to exchange rate changes. Damien’s main research interests include market microstructure and financial economics.
Informed trading in related stocks

Yang Sun, PhD Scholar, School of Commerce

Our study investigates the impact of algorithmic trading activity by incorporating the notion of cross-stock informed trading. Using one year proprietary data from the Australian Securities Exchange (ASX) that precisely pinpoint machine-initiated transactions, we find industry peers’ algorithmic order flows have substantial information content for announcing-firms’ return. This supports our conjecture that informed traders have incentives to vary the location by employing cutting-edge technology and optimally trade in related stocks. We do not find any notable cross-stock information linkages for non-algorithmic order flows. Overall, our findings highlight the informational role of algorithmic trading in the multi-security price discovery process.

Yang (Kevin) Sun is a current PhD student at the University of South Australia and the Capital Markets Cooperative Research Centre (CMCRC). His research interests are on Market Microstructure and Derivatives Markets. He has papers both published in prestigious international A journal and accepted as book chapter. His research also involves collaborating with the Securities and Futures Commission of Hong Kong (HK SFC) for industry relevant studies on financial markets.

Algorithmic trading in volatile markets

Hao Zhou, PhD Scholar, School of Commerce

This paper considers algorithmic trading (AT) during the most volatile trading days on the Australian Securities Exchange from October 2008 till October 2009. We show a significant negative association between the level of AT activities in a particular stock and the stock's price swings. This effect is driven by algorithmic traders closely monitoring volume-weighted average prices in their execution strategies. We also provide strong evidence that the order imbalances of algorithmic traders have a smaller impact on the abnormal returns of individual stocks compared to order imbalances based on non-algorithmic trading.

Hao Zhou is undertaking the PhD program at University of South Australia since March 2012. He also holds a master in commerce and a bachelor in engineering. He is currently working on a project that investigates the characteristics of algorithmic trading in volatile markets. His main research interests are in the area of algorithmic trading, high frequency trading and market microstructure.
**A dynamic capability approach to sustainable supply chains**

Samudi Perera, PhD Scholar, School of Management

This research investigates the factors impacting sustainability in Australian manufacturing supply chains. While the manufacturing industry has been facing various transitional changes and decline over the past few decades, there are additional pressures on this industry to embrace more sustainable production systems, processes, products and practices in Australia in order to remain competitive. These can be achieved through the integrated efforts of firms at the supply chain level. Underpinned by the dynamic capability view, this study explores how firm agility and resilience affect environmental, social and economic sustainability. These dynamic capabilities are tantamount to enhanced competencies in addressing today’s changing market conditions, while simultaneously capitalising on the resources and networks embedded within supply chains. A conceptual framework is developed to test various hypotheses and research questions, where both qualitative and quantitative data will be collected subsequently. The findings from this study will provide theoretical and practical implications for achieving a more sustainable supply chain.

_Samudi is a research student in the School of Management. She received her Bachelor in Industrial Management and Master in Manufacturing Management degrees in Sri Lanka. Prior to commencing her studies at UniSA, she had been a lecturer at a state university in Sri Lanka since 2007, mainly teaching in Operations and Technology Management. Her research interests lie in supply chain issues. Such interests shaped her PhD research to focus on the sustainability in supply chains._

**Supply chain risk management in the Australian citrus industry**

Imran Ali, PhD Scholar, School of Management

This study investigates supply chain risk management in the Australian citrus industry. The agri-food industry plays a critical role in many developing and developed countries through the provision of employment, income and contribution to economic development. In addition to the industrial and structural changes evident in this industry, agri-food supply chains also face various challenges in terms of supply and demand mismatch, production risks, climate-induced risks and institutional factors. A thorough review of the literature reveals that there have been limited studies in the area, particularly on the Australian citrus industry. Australia yielded 613,000 tonnes of citrus in 2013 for domestic consumption and export, and is considered by global standards, a small production base with high costs, yet producing the best quality citrus in the world. However, there are various risks facing this industry in sustaining its competitiveness. Underpinned by the Resource-based and Contingency theories, this research develops a framework to empirically investigate the risks, risk management strategies and firm performance of supply chain members in this industry using both quantitative and qualitative approaches. The findings from this study will provide both managerial insights and theoretical contribution to the area of managing and mitigating risks in supply chains.
Imran has extensive experience in research and development of the agri-food industry. He has worked for almost 12 years with both public and private sector related to agribusiness. Additionally, he had been a business consultant and trainer of leading agribusiness firms. Imran has published several research reports, articles and booklets on the emerging issues of agri-food industry of Pakistan. Recently, he is interested to investigate potential risks and suggest risk mitigation techniques for the Australian citrus industry.

An evaluation method for an energy based sustainability index

James Abbott, PhD Scholar, School of Commerce

The issue of ‘sustainability’ has become prominent with the assertion that the use of resources like ‘fossil fuels’ is a causal factor in climate change. Part of the concern is related to the trend towards manufacturing goods that have a limited life; i.e., goods that are designed to ‘fail’. One issue is that the same resources could be used to manufacture similar commodities with a significantly longer useful life, which would result in a more efficient use of resources. The same applies to commercial buildings. The Building Industry say they are concerned with sustainability and often indicate that they act upon this concern; however, in reality, may not be so. In Australia, Green Star or NABERS ratings are supposed to measure and hence encourage conformance to sustainable building practices. However, these instruments cover factors that are peripheral to ‘sustainability’. So what do these instruments actually measure? And how accurate is the measure? The issue is: Will these green rating methods actually lead to a more sustainable industry. The ‘measure of sustainability’ in this study is based on the ‘embodied and operational energy’ consumed over the life of a building. Using energy rather than ‘A$’ will give a more accurate indicator of sustainability.

James Abbott has an Associate Diploma (Mechanical Engineering), Bachelor of Arts Interior Design, and Master of Business (Property). He has previously worked at General Motors Holden as an apprentice fitter and; Department of Defence (Defence Research Centre) Facilities Officer; Woods Bagot Architects Designer; Serco Asia Pacific Project Manager; Brown Falconer Group Designer, Colliers Jardine Senior Executive; and CSIRO Executive Manager. He has published the following:

Kooymans, R., Abbott, J. (2006). Developing an effective service life asset management and valuation model. Journal of Corporate Real Estate, V8 (4) 198-212. James is a member of Facilities Management Association; Real Estate Institute of SA; Pacific Rim Real Estate Society; Royal Institute of Charted Surveyors and Australian Property Institute.
Environmental management accounting for water management in the Australian wine industry

Katherine Christ, PhD Scholar, School of Commerce

Water is vital to all human endeavours including in business which relies on freshwater to support its ongoing activities. Water is especially crucial to the wine industry being a critical resource required for both the cultivation of grapes and production of wine. Nonetheless extant evidence suggests the water-related performance of Australian wine organisations to be extremely variable. Accepting the need for tools and accounting systems to support improved water management in wine organisations, this study offers a survey-based empirical project that investigates the potential for Environmental Management Accounting (EMA) to improve the water performance of Australian wineries. EMA seeks to bring together physical and monetary information from which improved decisions can be made and economic and environmental business performance enhanced. The results demonstrate the use of water-related EMA by Australian wineries to be driven by a complex array of contingent and institutional factors which provide a foundation for developing relevant accounting systems. Furthermore, there would appear to be a disconnect between the physical and monetary water information being used within wineries and winery managers’ perceptions of their organisation’s performance with regard to water management highlighting the need for further research and industry-based engagement emphasizing the benefits of environmental accounting.

Katherine Christ is a PhD scholar with the Centre for Accounting, Governance and Sustainability. She commenced PhD study in 2012 upon completion of a first class Honours degree in Commerce at the University of South Australia. Katherine’s research interests include environmental management accounting, water accounting, and environmental management and sustainability in the global wine industry. She has had articles on the aforesaid topics published in the Journal of Cleaner Production and on The Conversation, and is a current Australian Grape and Wine Authority PhD Scholarship recipient.

The impact of enterprise risk management (ERM) on organizational performance

Jing Wang, PhD Scholar, School of Management

Risk management has been recognized as a holistic new approach to seek opportunities while managing threats, rather than being limited to a protection from a financial loss or punishment from failure of conformance procedures. With the wide-spread acceptance of such new vision in risk, a proactive system of risk management has been popularly referred to as Enterprise Risk Management (ERM). ERM is also being advocated as a strategic management control system. It is claimed that ERM is assigned with the strategic role in strategy setting to provide assurance regarding the achievement of organisational objectives. Thus ERM echoes the ambitions of management control practices to enable the performance management process to function effectively and efficiently. A qualitative study has been conducted on the
above roles, and a positive impact from ERM on the management control systems in the organisations across Australia has been found. This study examines who needs an ERM and what are the key elements of a successful ERM. It also analyses risk culture should be mingled into the organizational culture to promote the effectiveness and efficiency of ERM. Meanwhile, this study finds regulations from both government and industry play an important role in the adoption of ERM.

**Jing Wang is a PhD student in the Business School, University of South Australia. Her research is about how to improve the overall organizational performance. It involves two areas: risk management and performance measurement. Both of them are aspects of the management accounting. Jing graduated from University of Adelaide with the Masters of Accounting and Marketing in Australia after graduating with the Bachelor of Arts in China. Before becoming a PhD candidate, Jing held positions of general and financial management, business assistance, teaching and translation in Australia and China.**

**The interactions of transformational leadership and knowledge management in supporting firm performance**

Mostafa Sayyadi Ghasabeh, PhD Scholar, School of Management

This research investigates the interactions between transformational leadership and knowledge management, and how they affect firm performance. The study provides significant contribution to the literature by combining the fields of knowledge management and leadership into a single study to explore their associated links. On one hand, knowledge management, although publicised as enhancing organisational outcomes, can only be successful if managed by effective leaders. On the other hand, transformational leadership has emerged as an ideal form of leadership today, which is enhanced by the cumulative knowledge in organisations. Grounded by concepts from the Social Capital and Knowledge-based views, a conceptual framework is developed incorporating organisational factors (such as organisational culture, structure, strategy and technology) and how they ultimately impact firm outcomes. Seven research hypotheses will be tested using empirical data collected from Australian large organisations through an online survey. The findings from this study will provide both theoretical and practical implications for firms in achieving more effective leadership, knowledge and performance outcomes.

**Mostafa has a Master’s degree in human resource management (HRM). He is currently a PhD Candidate at UniSA Business School, and Associate Fellow (AFAIM) at Australian Institute of Management. In his PhD thesis, he is investigating the strategic role of transformational leaders in facilitating knowledge management and performance within Australian large companies.**
The performance effects of IP appropriation strategy on innovation in Australian organisations

Sairah Hussain, PhD Scholar, School of Management

This study aims to examine the question of how intellectual property (IP) can be managed so as to protect it, yet at the same time, be appropriated to gain value for the firm. The general hypothesis proposed is that the key determinants of IP appropriability, namely technology strategy, IP management strategy and organisational learning strategy, have a positive impact on innovation performance. Quantitative data was generated via a survey to test the hypotheses and qualitative data, that is, case studies from interviews, will be used in order to provide explanations for the tested hypotheses. The survey instrument has been administered to Australian biotechnology, pharmaceutical and ICT companies, while a set of 7 case study interviews have been conducted. Preliminary analysis of the quantitative and qualitative data revealed that the implementation of IP rights for IP which is readily codifiable, the implementation of informal protection mechanisms for IP which is not readily codifiable, the implementation of an open innovation regime, the implementation of a technology strategy that allows a firm to acquire, manage and exploit technology, the implementation of an organizational learning culture positively impact the firm’s innovation performance.

Sairah is currently undertaking the PhD in Business & Management under the supervision of Professor Terziovski, who has now become Dean of the Curtin Graduate School of Business in Perth. After completing her Masters by Research in Business at the National University of Singapore, Sairah took on a two-year position with the Singapore government’s Ministry of Trade & Industry in Saudi Arabia. She now hopes to complete her PhD and work in Australia in the future.

The mediating effect of innovation on intellectual capital and SME performance: quantitative and qualitative method

Yasmin Kamall Khan, PhD Scholar, School of Management

There are limited studies in the literature that investigate the relationship between intellectual capital and SME Performance, and test the mediating effects of organizational innovation. Despite much research on single elements of intellectual capital, few is known about the effect of human, structural and relational capital as whole in Australia SMEs. Multiple avenues of data collection are employed to test the relevance of the proposed integrated model including a questionnaire survey from BLD that examined 2,154 SMEs of various industries from 2009-2011 to test the hypotheses and five case studies to provide further explanations. Overall, results disclose that strategies regarding the importance of intangible asset own by SMEs, relating to experience and skills employees, IT and technology owned by firm and good relationships with the external parties, are significant sources of human, structural and relational capital. Identifying and managing intellectual capital is important; in order to organize and strategize intangible embedded resources (e.g., knowledge) for deployment of organizational innovation benefits towards firm performance. In line with Makadok (2001, p. 387) who identified the mechanisms of resource-picking and capability-building, intellectual capital as resource link with knowledge and value-creation are vital for generating organizational capability to sustain business.

Keywords: SMEs, Intellectual Capital, Organizational Innovation, SME Performance.
Yasmin Kamall Khan is a PhD candidate in the School of Management. She holds a degree in Business Management and Master’s degree in Business Administration, both completed in her home country, Malaysia. Before commencing her PhD, Yasmin worked as a lecturer in Malaysia for eight years. Her research interests involve innovation in Small and Medium Enterprises.

**Mapping social impact reporting: evaluation of social return on investment report with Leximancer concept mapping**

Cheryll Lim, PhD Scholar, School of Management

Social impact reporting, though not a mandatory requirement, has been adopted by many third sector organizations around the world. Social return on investment (SROI) is one of the most widely discussed methods for social impact measurement as a result of the increasing interest from practitioners and academics. The study aimed to evaluate the content of SROI reports by exploring the common concepts and themes. With the use of Leximancer software, concept mapping and content analysis are performed on the 190 SROI reports. Further comparisons were made to identify the differences in the concept mapping of assured and non-assured reports. The study contributes to the scarce literature on social impact reporting in relation to the different types of SROI report.

Prior to commencing her PhD full time, Cheryll has been lecturing management accounting subjects for the past seven years. Her research interests include management control system and performance measurement system. She is a PhD scholar with the School of Management. Cheryll has a Master in Business Administration and a Bachelor Degree in Accounting (Hons).

**As harsh as it is painted? - A study of the Chinese youth justice system and international requirements**

Xianlu Zeng, PhD Scholar, School of Law

The purpose of my research is to address the major gap in current research and understanding as, as far as can be determined, there is no specific study about the Chinese youth justice system under international legal requirements and expectations. This study will also address the assumptions and possible misconceptions and will lead to a greater understanding of the Chinese youth system and its adherence in practice to international requirements. This research will examine the Chinese youth justice system under the international normative framework and use international law as a yardstick to evaluate juvenile justice in Beijing. It will examine exactly how children’s rights are protected and implemented in China under international law and international best practice and, where appropriate, it will make reference to the practice and laws of other jurisdiction to support or highlight assessments, whether positive or negative, of the Chinese youth justice system. This will be used as an effective counter to criticisms of the Chinese youth justice system.

Xianlu is a Chinese background student, who is pursuing a professional academic career. She graduated from the University of Adelaide with a Masters in Business Law. Xianlu practiced in China for a year, and is now teaching Criminal Procedure and Sentencing at the UniSA School of Law and pursuing an academic career. She has always felt that by undertaking a PhD she is able to help to contribute to the areas of law she feels most strongly about. Youth justice is one of these topics, and through her PhD Xianlu is able to help some of the most vulnerable people in our society.
Protecting common law rights in an age of statutes

David Arnold, PhD Scholar, School of Law

In Australia we do not enjoy the privilege of a constitutionally entrenched bill of rights. We do have rights that are inherent in our system of common law. Among these are the right of access to the courts, the right not to incriminate oneself and restrictions on the denial of procedural fairness to persons affected by the exercise of public power. However, these rights can be taken away through the use of words in legislation that necessarily imply that they have been rescinded. There is, nonetheless, an exacting test to be met before rights can be altered or removed. That test is applied through the common law Principle of Legality. My qualitative research has revealed an inconsistent application of the Principle by the courts. The reason for this appears to be a reluctance to interfere with the will of parliament. In an era where no aspect of human existence is untouched by legislation the danger is that what few rights we do have will disappear. Further research has indicated that a sound theoretical framework exists for a consistent application of the Principle in the protection of common law rights.

David’s research interests include the legal relationship of citizens to their governments and the restrictions that the latter places on the autonomy of ordinary people under the guise of creating a safer society. His interests grew out of a decade long involvement with the union movement, a seven year period of service in the RAAF and a consideration of medical ethics while studying the biological sciences at Flinders University and the University of Melbourne.

Advertising content that sells

Nicole Hartnett, PhD Scholar, School of Marketing

The sales effectiveness of advertising is determined in large part by the quality of content, which is also called creative. High quality creative can be up to three or four times as effective as “average” creative. These campaigns equate to hundreds of thousands, if not millions, more dollars earned by the brand manufacturer. Despite decades of academic advertising research on the topic, there is limited robust empirical knowledge of what types of creativity work better, or worse, across different conditions. This is especially true in terms of sales effects, because most studies work with intervening variables, such as advertising recall and attitudes. The purpose of this study is to explore how creativity relates to sales effects; what are the creative devices (if any) that increase, or decrease, the odds of more sales effective advertising? Our database of 312 television ads was measured using single-source data; a method that collects household advertising exposure and matches it with shopper purchases. The ads were deconstructed into more than 150 creative devices using the seminal codebook developed Stewart and Furse (1986). Findings from the study contribute evidence to the competing theories of how advertising works and help advertisers develop more effective advertising for their brands.

Nicole is a Senior Research Associate at the Ehrenberg-Bass Institute for Marketing Science, linked to the School of Marketing. She has now spent almost 10 years studying at the University of South Australia, starting with a Bachelor of Management (Marketing), followed by a Masters by Research (Business). Through the Institute she has worked extensively with industry clients, conducting market research in the areas of consumer behaviour, brand health tracking, and advertising measurement. She is in the final year of her doctoral candidacy.
Should foreign brands localise their packaging? A comparison of hedonic and utilitarian products

Huda Khan, PhD Scholar, School of Marketing

This study investigates whether foreign brands need to localise their packaging when they enter into a local market. Studies on international marketing communications have investigated standardisation and localisation of messages in the context of advertising; none have examined this issue with packaging. This study extends past research by examining the differential effects of localisation on hedonic versus utilitarian products. The experiment used a 2 (product type: hedonic vs utilitarian) x 2 (packaging design: standard vs local) x 2 (product category) factorial designs. For hedonic products, participants preferred the standard packaging to the localised packaging and rated brand likeability more positively for the hedonic products in their standard package. There were no significant differences in rating between standard and localised packaging likeability and brand likeability for utilitarian products. Participants were asked to choose between the standard and localised versions of the same brand, and the results for the choice decisions were similar to those for the likeability ratings across both product types. Keywords: localisation, standardisation, hedonic brands, utilitarian brands, packaging likeability, brand likeability

Huda Khan is a PhD candidate at University of South Australia and currently working on packaging and consumer behaviour research. Previous experiences include lecturing Marketing courses and journal publications. She is currently working as a Tutor for UniSA and working as a Project officer on marketing research projects for the Ehrenberg-Bass Institute for Marketing Science at UniSA.

What factors influence price elasticity for high-priced brands?

Ava Huang, Masters by Research Scholar, School of Marketing

Pricing decisions have a significant influence on a brand’s sales and profits and therefore a correct pricing strategy is crucial to success. In order to better assist brand managers to conduct a successful pricing strategy, it is important to identify factors that influence price elasticity. This research contributes to the understanding of factors that influence consumers’ sensitivity to price changes, with a particular focus on high-priced brands. Choice experiments are used to investigate how Situational Factors, Consumer Factors and Contextual Factors influence price elasticities for high-priced wine brands in Australia. The results indicate that price elasticities are smaller (1) when the perceived importance of the consumption situation is high, (2) among heavy-buyers of the high-priced category, (3) among brands with a higher initial price position.

Ava Huang is an active researcher at the Ehrenberg-Bass Institute for Marketing Science. Her expertise includes conducting marketing research, organising marketing events and data analysis. Ava’s main research area focuses on brand price elasticity, specifically stretching the high price boundary. Her other research interests include consumer behaviour, brand portfolio management, advertising and distinctive assets, packaging and retail influences on choice. Ava has extensive experience in the wine industry before joining the Ehrenberg-Bass Institute for Marketing Science. Her current research also covers consumer choice behaviour for wine, and wine industry strategy.
Western expatriate perspective on building and utilizing *guanxi* in China

Ying Guo, PhD Scholar, School of Management

The use of *guanxi* in China has been highlighted in previous literature; however, little is known about how these relations are built and used from Western expatriates’ perspective. Using the data collected from interviews with 36 Western expatriates in China; this study revealed that Western expatriates invest substantial time in building and maintaining *guanxi* due to their limited *guanxi* base in China. The interviewees considered the application of *guanxi* as a gesture of goodwill and a common practice in the Chinese society, and its use was not just restricted to business. However, concerns about the unethical use of *guanxi* (for example, corruption and nepotism) tended to be raised when the relationships were built through intermediaries, rather than by the expatriates or their organizations. The interview findings also indicated that the influence of the emotional aspects of relationships such as face saving and reciprocity of favour is greater under the *guanxi* perspective in China when compared to relations built under the social network approach in Western culture.

Ying commenced her PhD study in 2011. Prior to studying in UniSA, she received her Bachelor and Master of Management degrees in China. Ying’s research interest lies in the area of international human resource management, especially the expatriate management process. Her PhD study focuses on expatriates’ interpersonal work-related relationship building in China.

Determinants influencing Australian diners’ return dining behaviour towards ethnic Asian restaurants

Sumi Ingerson, PhD Scholar, School of Management

Ethnicity has become an important factor in the eating patterns of consumers today. As a number of ethnic restaurants in Western countries such as Australia are facing increasingly more diversified and sophisticated consumer markets, considerable attention has been paid to improving proactive responsiveness to the current market changes. Recent research addresses the need for gaining a better understanding of what role the psychological factors play in influencing consumers’ consumption behaviour in ethnic restaurants in order to develop suitable marketing and segmentation strategies for a successful ethnic restaurant industry. This study aims to examine the effects of psychological determinants and satisfaction with ethnic food and dining on behavioural intentions to revisit ethnic restaurants in the future; and to examine if diners’ neophobia and neophilia personality traits moderates the relationships between the psychological determinants, satisfaction with ethnic food and dining and behavioural intentions to revisit ethnic restaurants in the future. A patron survey will be carried out with 1000 Australian consumers at Korean and Thai restaurants in Adelaide, Australia. It is expected that the results of the survey will be a valuable indicator for developing new products and marketing strategies, which appeal to different market segments distinctive food preferences.
Sumi has been a UniSA Business School PhD Scholar since 2012 where she has also been working as a tutor. She currently holds an Australian Postgraduate Award. Sumi completed her undergraduate degree in Tourism and Event Management and Honours in Business Management at UniSA. She served on the Postgraduate Scholars Association as the PSA Chairperson for 2013. Her research interests lie in the area of hospitality and tourism, including consumer behaviour, ethnic food consumption and restaurant consumption to event management.

**Stick With It! A pilot study using Nudging to empower weight loss maintenance**

Amy Wilson, Masters by Research Scholar, School of Marketing

Four out of five people who lose weight, regain their lost weight. Therefore there is a need for effective weight maintenance interventions. This study aims to evaluate the effectiveness of “Stick With It!” a novel weight maintenance intervention using nudging items to influence healthier choices. Stick With It! is a six-month randomised controlled trial offered to people who recently lost weight on a weight-loss study (n = 30). The intervention group received a nudging toolkit, which supports key weight maintenance behaviours. The control group received a monthly letter to control for the influence of regular contact. Body weight and composition were measured at baseline, three and six months. The intervention group also completed in-depth interviews about the toolkit. Currently, 14 participants have completed six-month assessments. The control group gained twice as much weight as the intervention group. Participants like the items “A great way to reinforce the proper way to eat and exercise” and “It has plenty of variety, to suit any lifestyle.” Early results suggest “Stick With It!” may be a successful weight maintenance program, as participants like the items, it requires minimal support, it is inexpensive, and it is effective for minimising weight-regain.

Amy has a Bachelor and Honors degree in Psychology. She is currently a Research Associate for the Ehrenberg-Bass Institute for Marketing Science, where she is involved in a range of cross-disciplinary projects in Health and Marketing. Her Masters research applies commercial marketing principles to assist consumers to lead healthy lifestyles. Amy also conducts Marketing Research for local government community consultation. Amy is a tutor for Buyer and Consumer Behaviour and Market Research. She is currently assisting with the development of an undergraduate course ‘Marketing for Health and Well-being.’
Travel to a post-war region: motivations and behaviour

Upekha Andrahannadi, PhD Scholar, School of Management

This research explores how tourists and locals perceive tourism in a post-war region, particularly focusing on the Northern Province in Sri Lanka. The causes of war and its direct and indirect outcomes, artefacts, nostalgia, reunions and actual sites can act as tourist attractions and stimulate tourism in war-torn regions. This may not always be welcomed by the local communities. Much depends upon the management of the sites and how the local community is represented within them. Most of the current literature implicitly assumes that tourists who visit post-conflict sites are attracted by death and atrocity. The story of war and destruction can eclipse the richness and diversity of the local culture, history, landscape and people. More recently the importance of viewing post-conflict sites through the lens of heritage has been raised, thereby ensuring that tourists depart with a full experience of the culture of the region. The Northern Province in Sri Lanka has been selected as it has recently emerged from a three decade long ethnic conflict, and is attracting large numbers of tourists. Instead of defining the area as a dark tourist location, the research explores tourists’ and local residents’ perceptions of tourism development. In particular, the research aims to explore how tourism in this area may produce intense emotional and affectual performances by tourists to the region and the locals living in the region.

Upekha Andrahannadi is a PhD candidate in the School of Management. She obtained her first degree in Business Administration (Hons) from the University of Colombo, Sri Lanka. She is also an Associate member of the Charted Institute of Marketing (CIM -UK) and a Passed Finalist of the Chartered Institute of Management Accountants (CIMA -UK). Before commencing her PhD, Upekha worked as a lecturer for nearly 3 years in Sri Lanka. She is an Endeavour Postgraduate Award holder sponsored by the Government of Australia.

The effects of online interaction on the development of place attachment in the social networking

Jin Yin, PhD Scholar, School of Management

The emphasis of this research is on analysing how the interaction between social media users affects tourists’ travel experiences. More specifically, this research focuses on a specific scenario: after tourists post their destination experiences on the blog, how the comments and interactions between blogger and his/her followers influences tourists’ travel experiences and destination attachments in the context of social networking. The study is designed to have two stages. In stage one, focus group will be organized to explore the effects and dimension of online interaction. In stage two surveys will be designed based on results from the focus group and delivered to sample populations. The study will concentrate on Chinese tourists visiting Australia as the research context to provide real world implications.

Jin Yin is a PhD student in School of Management, University of South Australia. He used to live in Brisbane and work in the accounting sector for the past 3 years. His research interests include tourism and hospitality marketing, social media and tourism industry, customer engagement and brand co-creation in hospitality industry.
Leisure and settlement distress: the case of South Australian migrants

Hazreel Hasmi, PhD Scholar, School of Management

Acculturative stress is an important issue in understanding migrants’ early settlement in a new country. This stress relates to difficulties migrants experience in their adjustment to the lifestyle of their host countries that includes: language barriers, not feeling at home, loss/nostalgia for their country of origin and perceived discrimination. How such stress can be ameliorated through leisure activities is an under-researched area. The present study explored migrants’ leisure participation during their early settlement years. This mix-method study included semi-structured interviews with representatives of migration and leisure organisations followed by a state-wide survey of new migrants in South Australia. From network analysis, the interviews emphasised a significant benefit of leisure activities to migrants as a tool to alleviate acculturative stress supported by two elements: community embeddedness that fosters migrants’ social integration and place attachment that enables migrants to develop emotional and functional connections to their new home. Mediated regression analysis of the survey confirmed that leisure participation lessens some of migrants’ acculturative stress: not feeling at home and perceived discrimination when mediated by community embeddedness and place attachment. Both mediators also have a significant negative relationship with migrants’ acculturative stress except language barriers. The results of this study indicate that, overall, migrants’ place attachment and community embeddedness are important elements to reduce their acculturative stress through leisure participation.

Hazreel Hasmi is a PhD candidate in the School of Management. He comes from a background in Tourism and Hospitality management. Hazreel has a Diploma of Hotel Management, a Bachelor of Tourism Management and a Master of Technical and Vocational Education, all completed in his home country, Malaysia. His previous role has been as a lecturer in a Community College in Malaysia since 2004 teaching Tourism and hospitality subjects. His core research interests are how migrants’ leisure participation helps them to survive in their new home country and develop their attachment to the place as well as the community. His research has been presented at Australasian conferences including CAUTHE and ANZALS and is published in the Annals of Leisure Research Journal.

Are family friendly practices good for women’s advancement?

Kateryna Kalysh, Masters by Research Scholar, School of Management

The purpose of this study is to investigate the relationship between family friendly practices and the proportion of women in managerial positions in Australian companies. It will analyse whether the number of family friendly practices offered in organisations has a positive or negative association with the proportion of women in management. This research is undertaken using information from around 1,000 organisations reporting to the Workplace Gender Equality Agency. Data is collected from organisations’ compulsory annual reports, which are public documents. Based on the previous research on family friendly practices, I have developed a taxonomy of practices that is used to code the content of the reports. Proportion of women in management positions is obtained from the workplace profiles of reports and a coding system was developed for the classification of management occupations. Multiple regression analysis will be used to calculate the relationship between the number of family friendly practices and the
proportion of women in management. This study will also consider a reverse causality explanation suggesting that, rather than family friendly practices lead to changes in the proportion of women in management, the proportion of women in management might lead to the adoption of practices.

*Kateryna is a Masters by Research student in the School of Management. She obtained her Bachelor and Masters Degrees in Business Administration in Cyprus. Her main research interests lie in the field of diversity management.*

**Know your networks: using the Net-Map toolbox to develop social capital in organizations**

Azmiri Mian, PhD Scholar, School of Management

Social Network Analysis (SNA) is increasingly used to inform organizations of complex patterns and formal and informal interactions between different actors, and looks at the structure and linkages between actors and/or organizations. In finding the right approach in SNA data collection for my case study I stumbled across the Net-Map toolbox, developed by Dr Eva Schiffer. The strength of Net-Map lies in the visualizing and making explicit a number of phenomena that structure decision making arenas (Schiffer, 2007). My study focuses on a large Indigenous organization in Australia, and provides accommodation services to Indigenous Australians travelling to townships and city centres to access medical services, education and employment opportunities. The organization has had an intensive restructure and recruitment of governance and leadership which has impacted managers and employees alike. Knowing their networks has enabled ongoing successful outcomes for their clients. I interviewed a sample group of 57 employees and used the Net-Map as a basis of the interview. The Net-Map toolbox enabled the participants to make implicit knowledge about networks of influence explicit, detect resources of conflicting goals and potentials for cooperation. The toolbox can also be used to support clients in practice. The preliminary findings are looking promising.

*Azmiri Mian is a PhD Candidate in the School of Management, University of South Australia Business School where she also works as a Research Assistant and Tutor. Her research interests are in social and organizational networks as well as Indigenous business and workforce development. Azmiri has worked in both the Commonwealth and State governments and also non-government agencies in management and leadership roles. Azmiri still keeps her ties to her social work roots as a casual Field Education Liaison Officer in the School of Social and Policy Studies, Flinders University, supporting students in developing as social work practitioners. Through her experience, Azmiri has developed a commitment to Indigenous health, education and employment. She is dedicated in educating others to learn and be involved in Indigenous life and economic outcomes.*
Action Man and Passivity Girl

Tim Sealey, PhD Scholar, School of Management

Research suggests that the task accounts for up to 70% of the variance in group performance (Bowers, Pharmer, & Salas, 2000; English, Griffith, & Steelman, 2004; Kabanoff & O’Brien, 1979; Kent & McGrath, 1969; O’Brien, 1984; Sorenson, 1971). A major issue with nearly all of the past research is that even when tasks have been carefully selected so as to be gender neutral (cf. Berdahl & Anderson, 2005; Foschi & Freeman, 1991; Pearsall, Ellis, & Evans, 2008), the actual task performance at the individual level has not been controlled for (Bowers et al., 2000; Chatman, Boisnier, Spataro, & Berdahl, 2008). Two experiments were run to identify gender neutral tasks so that they could be used in small group experiments as well as linking to McGrath’s task typology. The subjects for experiment 1 were 37 females and 27 males and for experiment 2 the subjects were 29 females and 29 males. Tasks were identified that were gender neutral and that fitted McGrath’s (1984) task circumplex in more than one quadrant. The most robust of these are the creativity and crossword tasks used by Humphrys (1986) which correspond to quadrants 1 (Generate) and 2 (Choose).

Tim’s main passions are social inclusion and music. His most recent publication on SES was Socio-economic position and higher education in Australia in The Australian Educational Researcher, 38(1), 43-56. He also wrote a report for the Chief Scientist on first year STEM and non-STEM students which was released in January 2012. Having grown up in Murray Bridge SA (a low SES environment as defined by postcode) he is acutely aware of the need for better measures of social inclusion. As a big picture thinker he hopes to see interstellar space flight in his lifetime.
The role of embeddedness, professional identity and career experiences on retention

Julie Warnes, PhD Scholar, School of Management

Accountants are in short supply and are critical to the functioning of the economy. The shortage of high quality skilled accountants is due to an inadequate supply of graduates and an inability to replace or retain accountants, either through retirement or leakage to other professions. The research aims to overcome the lack of understanding of accountants’ decision processes either actively to remain in their profession, or voluntarily to leave their employment based on dissatisfaction or the availability of alternative employment. Through large-scale practitioner surveys, the longitudinal study will provide insights into the career expectations and organisational and occupational turnover intentions of accountants and try to determine whether embeddedness and professional identity, together with on-the-job experiences explains accountant retention. While little is known about the reasons behind organisational turnover among accountants, where an employee leaves one organisation for another, even less is known about occupational turnover where qualified accountants leave the profession altogether. This is a bigger problem as their skills, experience and knowledge are also lost from the profession completely. The insight provided by this research will be of benefit not only to employers of accountants, but to other professions and also to the wider community.

Julie combines a full-time role in the School of Commerce with a young family and a part-time PhD in the School of Management. She is no stranger to balancing part-time studies with an active position since commencing her university studies as a mature age student and completing her undergraduate, Honours and MBA all while working full-time in various roles, both in the private sector and within the University. Julie is interested in learning more about the relationships among employees within their organisation and their wider profession as a means for employers to retain critical employee talent and better incorporate accountants into their profession, and their current organisation.
The career of last resort

Ani Suryani, PhD Scholar, School of Commerce

This study investigates Indonesian accounting students’ career intentions and the factors that influence this decision. By applying a model related to social cognitive career theory (SCCT) and theory of planned behaviour (TPB), the study’s preliminary findings indicate that only a minority of students intend to work in a public accounting firm. The main influence in choosing this career is self-efficacy that is the confidence of being able to work in a public accounting firm.

Ani is a PhD candidate in the School of Commerce. After obtaining a Bachelor Degree in 2005 at the Brawijaya University, Indonesia, she was accepted as an accounting lecturer in the State University of Malang and has been a lecturer since 2006. She continued her education at the University of Adelaide graduating in 2011 with a Masters of Accounting and Finance. Ani’s research interests are in finance and accounting education. Her thesis focuses on the career intentions of Indonesian accounting students.

The role of accountants in integrated reporting

Mitali Panchal, PhD Scholar, School of Commerce

The aim of this study is to examine the role of accountants in preparing integrated reports, specifically examining their involvement in preparing social and environmental performance information. By applying the institutional entrepreneurship theory and institutional logics theory this study will examine accountants’ perceptions of integrated reporting (hereafter IR) and their role in IR. Additionally, the study will also analyse factors that facilitate or limit the involvement of accountants in reporting social and environmental performance information within the IR context. Prior studies that have analysed the role of accountants in social and environmental reporting have identified that accountants are usually reluctant in performing non-traditional roles, distancing them from reporting social and environmental issues. However, there is a lack of literature that examines the role of accountants in reporting social and environmental issues within the recently developed IR context. A case study approach is going to be adopted for this study. In-depth case studies will be conducted in organisations that have currently embraced IR. Data will be collected by analysing the published documents of selected organisations and conducting semi-structured interviews with accountants, sustainability managers, corporate reporting managers and any other personnel identified as being involved in the IR process, to address the research questions.

Mitali is currently enrolled in the PhD program in the School of Commerce at UniSA. This is her first year in the PhD program, having finished her first six months of the program where she completed her panel presentations successfully. Mitali completed her honours last year when she was examining motivations for organisations to report on social and environmental issues. Her PhD is aimed at examining the role of accountants in reporting social and environmental performance information within the new integrated reporting context. Mitali is currently tutoring undergraduates in accounting courses like management accounting and contemporary issues in accounting.
Tensions in sustainable business priorities: the central barrier to sustainable development in business

Jay Joseph, PhD Scholar, School of Management

The application of sustainability principles into business practice has not met expectations. This has been caused by underlying tensions in the sustainability concept whereby the economic, environmental and social priorities are in conflict. Although concurrent advancement is possible in certain settings, the economic factor is typically in tension with social and environmental interests, with research showing that economic logic remains dominant. The presentation explores the factors surrounding the tension using value and decision making theory, which details the paradoxical nature of decision making in sustainability. To overcome the tension, widespread shifts in societal values and enabling factors are required; however these are unlikely in the immediate future. Current approaches to combat the tension are discussed, but these approaches are shown to fall short of overcoming the theoretical paradox. The article concludes by detailing relevant ‘new paradigm’ thinking, while encouraging academic advancement and consensus on resolving the issue at hand.

As a research student Jay has taken a keen interest in the study of human motivation and behaviour and how personal orientations reflect in broader societal trends. His research areas have included leadership, value theory, and the application of these areas to sustainability and business more broadly, however the issue of self-interest and altruism has been of particular interest in his ongoing PhD research. With over 5 years corporate management and training experience, Jay wants to apply his learnings both in practice and academia.

The longevity of large enterprises: a study of the factors that sustain enterprises over an extended period of time

Sheheryar Khan, PhD Scholar, School of Management

The high mortality of companies has been a common trend especially following major economic events such as the 2008 global finance crisis. Many companies such as Lehman Brothers, Chrysler and Enron were seemingly performing companies until their abrupt collapse which left the business world shocked following the crumbling of companies which once symbolized power and stability. Many organisations currently are strategizing towards sustainability and ultimately longevity. However, not many companies have managed to survive for at least a century and remain relevant in the current market. A few such as Nokia and IBM have over the years survived the dynamic business climates in their specific industries and diversified in order to avoid being obsolete or collapsing. An array of factors may be attributed to the success of such companies in attaining that long life span and still remaining top companies globally. The study therefore focuses on creating a framework which illustrates the main factors that are an imperative for any company to survive for a long period of time. The study utilizes a secondary research methodology in qualitative format in the bid to acquire relevant information to meet the study objectives.
As a management and academic professional Sheheryar has acquired 15 years of experience of working in different organisations like 3M, Asian Institute of Fashion Design (AIFD), Iqra University (IU), Dawn News and UniSA. Sheheryar served as Director-Academics & Planning at AIFD. At IU he was the HOD-Business Administration. Sheheryar also did over a 100 television shows as a Cricket Analyst for Dawn News TV. He also worked at 3M in the capacity of Manager Finance & I.T. Sheheryar holds Masters Degrees in Finance, International Business and International Relations. Sheheryar has 13 years of university teaching experience including two years at UniSA.

International sustainable aviation fuel alliances

Tracey Dodd, PhD Scholar, School of Commerce

Airlines currently depend on fossil fuels for aircraft mobility, which are a non-renewable resource that emit carbon dioxide (CO$_2$) when burnt in jet engines. Sustainable aviation fuels (sustainable fuels) are a renewable alternative to fossil fuels that can power jet engines, in addition to producing 80% less CO$_2$ lifecycle emissions than fossil fuels. Airlines must explore sustainable fuels if they are to avoid public opprobrium, increased attention from regulators and expected fossil fuel price increases in the future. But sustainable fuels are currently not cost effective. The inability of sustainable fuels to offer an attractive economic alternative to fossil fuels has led to the formation of international alliances to improve sustainable fuel economic competitiveness. In the right circumstances these international sustainable fuel alliances could help to overcome the problems presented by the dependence on fossil fuels by achieving a commercially viable sustainable fuel supply chain. However, no systematic research has been conducted on circumstances that influence the development of commercially viable sustainable fuel. Therefore, the proposed research examines the development of commercially viable sustainable fuel and the influence of institutional logic (Thornton & Ocasio 2008) and resource dependence (Salancik & Pfeffer 2003) among International Civil Aviation Organization Council members.

Tracey Dodd is a PhD Scholar in the School of Commerce, University of South Australia. Tracey’s research interests include alliances, business sustainability, inter-organisational collaboration, institutional logic, stakeholder management and supply chain management. She has previously worked in a range of senior management and policy roles in the public sector and industry.
The impact of mandatory corporate governance code of conduct on earnings management: empirical evidence from the Jordanian stock market

Mohammad Azzam, PhD Scholar, School of Commerce

The world has faced a number of financial scandals which have led to bankruptcy for high-profile companies like Enron and World-com. The analyses of these financial scandals have documented the existence of earnings management and poor corporate governance mechanisms. The first step in detecting earnings management is determining the conditions in which management have strong incentives to manage earnings. Jordan has a regulatory environment where listed companies need to avoid reporting losses either to remain listed on the first market or to be able to transfer from the second market to the first market. The Jordanian Stock Market is organized into the first market and second market on which listed securities are traded. The regulations state that company will be transferred from the first to the second market if the company accounts show losses in the last three consecutive years. Whereas, company’s stocks which are traded on the second market may be transferred to the first market if the company generated net pre-tax profit for at least two fiscal years out of the last three years preceding the transfer. This study aims to investigate the impact of mandatory corporate governance code of conduct (which was issued in January, 2008) on earnings management behaviour based on these unique capital market regulations. This study employs panel data to analyse Jordanian companies for the period of 2004-2013.

Mohammad is a PhD student at the School of Commerce. His PhD is supervised by Professor Martin Shanahan, Dr Elvia Shauki, and Dr Kartick Gupta. Mohammad’s research interest is in financial reporting. He has worked as a full-time lecturer at Yarmouk University, Jordan. Before that, he worked as an auditor at the Income and Sales Tax Department at the Ministry of Finance, Jordan.

Is the tone portrayed in CEO letter to shareholders associated with earnings management?

Salah Alshorman, PhD Scholar, School of Commerce

This study investigates the relationship between the tone of the CEO’s letter to shareholders and their approach to earnings management. The approach includes performing a quantitative content analysis of the CEOs’ letters to shareholders to assess their tone. This study is based on the proposition that the ‘tone at the top’ of the CEO is a predictor of earnings management behaviour. This proposition is supported by the upper echelons theory which views the organization’s outcomes as a reflection of the values and cognitive bases of executives. The outcome of this investigation will give insight into the extent that the tone of the CEO who manages earnings is reflected in their language choice in their letters to shareholders.

Salah Alshorman is a PhD student pursuing accounting at the School of Commerce at the University of South Australia. He started his PhD research in July 2012. He studied economics and administrative science at Yarmouk University in Irbid-Jordan, obtaining a Bachelor degree in Accounting (4 year course) in 1999. Between his undergraduate study and his MSc Program, he worked as a banker in the Islamic International
Arab Bank. He continued his study at Yarmouk University, obtaining a Master degree in Accounting (2 year course & research work and thesis oral exam, Thesis Title: ‘Economic factors affecting managerial discretion over accounting accruals in 2005’). After his completion of MCs he was appointed as a full time lecturer at Yarmouk University. His current research focus involves earnings management, corporate governance, and tone at the top.

A public interest evaluation of the governance of Australian desalination plants through existing procurement models

Elnaz Ettehad, PhD Scholar, School of Law

Following the recent protracted drought in Australia, the State Governments made heavy investments in major water supply augmentations including six large desalination plants. Since the 1990s water services have been outsourced to the private sector. Desalinated water in Australia has been delivered under a variety of institutional arrangements involving both sectors. Some processes exist to assess the impact of Public-Private Partnership projects delivery against public interest. Furthermore, the National Water Commission has found a host of institutional issues in urban water sector including desalination. The emphasis of this research project is on understanding the institutional context of desalination and the associated issues as there is a lack of a comprehensive study regarding such issues. The project will use different methods to gather the required data, including document analysis, interviews and internet surveys. These methods will be used to understand the existing governance arrangements and processes in relation to desalination delivery, the attitudes of general community and key owners and operators of the plants in this context. The results of this research will contribute constructively to the existing Australian water policy and will be a valuable input in formation of a better policy framework to achieve long term public interest.

Elnaz has been a PhD candidate within the Centre for Comparative Water Policies and Laws at the School of Law since 2013. She completed a Bachelor of Irrigation Engineering in Iran, going on to work as an irrigation engineer. Building up on her existing knowledge as an engineer, she then completed her Masters in Integrated Water Resources Management (IWRM) in 2009 with the Swedish University of Agricultural Sciences, focusing more on the social aspects of water management. Elnaz’s core research interests lie in the areas of water governance and institutions, trans-boundary waters studies and Hydropolitics and conflicts over shared waters.
A symbolic interactionist approach to Muslim consumer behaviour

Abou Bakar, PhD Scholar, School of Marketing

Despite growing scholarly interest in the interplay between religion and consumer behaviour, information regarding Muslim consumers is still scarce in mainstream literature. Drawing on symbolic interactionism theory, this empirical study examines how symbolic cues (symbols and verbal cues) on product packaging may influence responses of Muslim consumers. Furthermore, this study examines how influence may vary between products of low versus high symbolic values, and across consumers of varying level of religiosity. After pre-test and validation of questionnaires, four studies examined role of symbolic cues on product packaging and their influence on consumer behaviour. Recognising reported discrepancy between consumer attitude and behaviour, the studies tapped both types of consumer responses by using discrete choice experiments and survey design. While the choice of respondents served as proxy of behaviour, attitudes were measured by Likert type scales. The data sets concerning the respondents’ choice are analysed using choice modelling, a method rarely used in consumer behaviour studies and never used before for studying such symbolic cues as packaging attributes. Similarly, data sets concerning consumer attitudes are analysed using structural equation modelling to test hypotheses. The results are discussed in terms of theoretical contributions, managerial implications and future research.

Abou Bakar is a researcher and university lecturer with over 10 years of experience in research, teaching and industry. Currently he is completing his PhD and has the pleasure of working as a research associate at Ehrenberg-Bass Institute for Marketing Science at University of South Australia. He has hands on experience of analysing data and successfully completing research projects. His goal is to discover and disseminate marketing knowledge. His research interests include consumer behaviour, international marketing, marketing to emerging markets and marketing communications. He has published his research in international refereed marketing journals.

Crossing the line: constructions of employee petty theft in South Australia

Stacey Bradley, PhD Scholar, School of Management

Petty theft, as a line of enquiry is not highly developed in the literature. References to it tend to be subsumed within publications regarding employee theft, a topic, broader in scope that has attracted considerably more attention. Given evidence suggesting that petty theft represents a substantial amount of all employee theft, and exceeds a billion dollars’ worth of loss to Australian organisations annually, it is curious that the topic has not received more focussed attention. This study seeks to address this gap by exploring how people construct and experience petty theft in their working lives and what the causes, consequences and management of this behaviour are. The research is underpinned by a constructivist grounded theory approach; emphasising interaction between the researched, the researcher and the data throughout the
data collection and analytic process. Purposive and snowball sampling are the sampling techniques being employed. Data collection will occur through intensive one-on-one interviewing, memo-writing, reflective journaling and publicly available legal proceedings. Data analysis will be performed using the constant comparative method which generates successively more abstract concepts and theories through inductive processes. The study will result in a contextual theory of the complex and dynamic nature of petty theft in the workplace.

Whilst studying an undergraduate degree Stacey worked in professional roles with UniSA and Curtin University. Exposure to tertiary education spawned Stacey’s passion for research and teaching and led Stacey to pursue a career in Academia. Stacey undertook an honours degree in Management whilst employed as an Academic Advisor at UniSA’s Centre for Regional Engagement. Currently a doctoral student in her final year, Stacey’s research interests lie in the field of organisational behaviour; specifically employee behaviour. Upon completion of her doctorate, Stacey plans to fulfil her passions of research and teaching by returning to a career in academia.

**Green HRM and employee workplace green behaviour**

Jenny Dumont, PhD Scholar, School of Management

As an emerging concept, green human resource management (green HRM) has been conceptualised to elucidate how it influences employee workplace green behaviour. This research is the first known study that has empirically explored employee work outcomes of green HRM. Firstly, measures were developed for green HRM, after an exhaustive review of HRM and environmental management associated literature. The behavioural HRM and psychological literature was then thoroughly analysed, along with the supplies-values fit theory, in order to test a conceptual model integrating the effects of psychological green climate and individual green values. Results reveal that green HRM both directly and indirectly influences in-role green behaviour, however, green HRM is limited to a singular effect on extra-role green behaviour by an indirect influence through the mediation of psychological green climate. Individual green values moderate the effect of psychological green climate on extra-role green behaviour, but it does not moderate the effect of either green HRM or psychological green climate on in-role green behaviour. These findings indicate green HRM impacts both employee in-role and extra-role workplace green behaviours, however, through different social and psychological processes.

Jenny Dumont is a current UniSA PhD candidate. Jenny has a Masters of Public Policy (ANU), a Masters of International Studies, and a Bachelor of International Management/International Studies (UniSA). Jenny has worked for the Australian Government at IP Australia and the Department of Industry within the Innovation Grants section and the Department of Health and Ageing. Jenny currently resides in Shanghai, China. Since arriving in China, Jenny has been employed part-time as a Business Analyst, and has also been actively involved with the Australian Chamber of Commerce in Shanghai.
Good governance, board dynamics and the engagement in financial management

Adele Johns, PhD Scholar, School of Management

This research provides analysis of board activities and observation of financial governance and financial management of a sample of nonprofit organisations, drawing the awareness to the relational complexities that small to medium nonprofits face. One issue in relation to the board’s consideration of financial management is the relative positions of the board and the CEO and staff of the nonprofit. It is identified that these two groups have a different stake in the organisation. Lightbody (2002) unveils the aspects of ‘storing and shielding’ specifically in relation to financial management behavior. This research takes the theoretical perspective of Ralph Stacey’s complex responsive process of relating to the dynamics of the board. Interview and observations of CEO, and Board members within and out of the boardroom setting are conducted to explore the dynamics of the relationships. A review of internal process mechanisms is examined regarding the selection and development of board member positions.

There are three key areas that have been observed that are not found in the research literature

1. The transient nature of boards, and the power/dominance that emerges with longevity of membership.
2. Information being presented lacks substance and clarity, yet critical decisions are being made from the financial data tabled at meetings.
3. Heavy reliance on sub-finance committee members’ of the organisation.

Adele has been involved in the corporate, not-for-profit and government sectors. Qualified as an Accountant and working in public practice for over twelve years Adele sought a wider challenge in embarking on research in the non profit (third sector), in the area of accountability and governance. Adele currently holds the position of Executive Officer for a non profit organisation Community Compass Inc. providing a support role to Treasurers and Leaders within the community sector in regards to all aspects of financial accountability. Adele has also spent many years teaching and training in the area of management and finance.

Do AFL club boards matter: the roles of authenticity, trust and hope

Nick Takos, Masters by Research Scholar, School of Management

Sport governance literature has been dominated with understanding the structure and composition of boards, and despite the increase in professionalism within Australian sport, leadership within non-profit sport boards has received much less scholarly attention. Previous leadership research has generally been more leader centric with few studies examining leadership across levels; from the ‘leader’ to followers and groups, with a relational perspective. In sport organisations, the Chairman and CEO relationship has been found to influence board performance, however the process of how this relationship is developed is yet to be established. This research is to present a model of authentic leadership from a relational perspective and how it influences the on-field success of sporting organisations. Most previous sport leadership studies have used on-field coaches or managers as a source of data, rather than the off-field leaders when considering influence on performance. This model proposes authentic ‘leadership’ is important for boards of clubs in the Australian Football League (AFL). It proposes the development of
authentic relationships influences trust and generates hope, both of which are important in the board operating effectively and influencing on-field success.

Nick has developed a strong interest in leadership from his personal, educational, and work experiences. More recently, his employment with the Adelaide Football Club and the South Australian Cricket Association ignited an interest in sport governance and the influence of people at board level on success. His personal experiences include participating in many sports (competitively but not so skilfully) for many years, and his educational experiences include a Bachelor of Economics, a Masters in Business Administration (Sport Management), and currently lecturing/tutoring in the School of Management Sport and Recreation program.

Roles of the Islamic open market operation (OMO) as a mechanism for a monetary policy transmission in a dual financial system

Zetty Zahureen Mohd Yusoff, PhD Scholar, School of Commerce

Malaysia and few countries operate a dual financial system, whereby a conventional and Islamic banking systems working side by side to fulfill the different customers’ needs. An interbank money market or open market operations (OMOs) of the Islamic banking, which is operated through a short-term financial instrument is a generator to pump in a liquidity to the financial market in general, and to the interbank money market in specific. This research is specifically conducted since the Malaysian Islamic banking showed an impressive growth compared to conventional banking, and this growth has attracted the researcher to explore how efficient the Islamic monetary instruments are in managing liquidity in the Islamic interbank money market via its OMOs compared to conventional instruments. The first objective of the research is to investigate the level of competitiveness of Islamic OMOs intervention in increasing the source of Islamic banks’ funding, as well as increasing the volume of bank reserves, via the Malaysian interbank money market compared to conventional one. The second objective is to determine the macroeconomic variables that link the Islamic interbank money market operations to the real output in Malaysian case. The third objective is to explore the efficiency level of Islamic banking in the transmission of monetary policy via its short-term liquidity operations or OMOs as compared to conventional banking. The volume of conventional and Islamic OMOs are the main variables that act as mediators to manage liquidity in the interbank money market besides other variables such as bank specifications (i.e. predictors), real economic variables (i.e. intermediate targets), and finally the competitiveness of conventional and Islamic interbank rate (i.e. ultimate target). All data are sourced from dXData EMED Asia database and Bank Negara Malaysia (BNM) official website and this time-series data are analyzed using the vector error correction model (VECM) for short-term analysis which followed by factor-augmented vector autoregressive (FAVAR) method. This research runs from July 2005 and July 2012 that contribute to a better understanding of the interaction between conventional and Islamic OMOs within a dual financial system. This study anticipates that the findings are to be referred by the BNM who acts as a banking regulator, by the policy makers to accommodate a precise operational variable, and by the conventional and Islamic banking for better management of their balance sheets.

Zetty obtained her BBA (H) Finance at Universiti Teknologi MARA (UiTM), Malaysia and MBA (International Trade) at Universiti Putra Malaysia (UPM), Malaysia. She started a career as a lecturer at UiTM since December 2000. Currently Zetty holds a position as a Senior Lecturer at UiTM Shah Alam, Malaysia.
The validity of virtual shopping simulations for marketing research

Katherine Anderson, PhD Scholar, School of Marketing

Virtual reality simulations (VRS) are an exciting technology for consumer research. This research qualitatively investigates how virtual reality simulations are used by packaged good companies (CPGs) for research and quantitatively tests the validity of past studies against data collected in-store and online.

*Katherine Anderson is a Senior Research Associate at the Ehrenberg-Bass Institute. She is a third year PhD student who works closely with industry clients.*

Brand awareness and buying frequency: an empirical comparison

Samantha Hogan, Masters by Research Scholar, School of Marketing

A brand’s customer base is made up of consumers with different buying frequencies, which is how many times they purchase the brand in a timeframe. Consumers can be classified into buyer types according to their number of purchases in a period, for example light and heavy brand buyers. This study compares the distribution of buyer types according to actual buying frequency with the distribution of respondents to awareness questions about the brand. This research draws on data from 2095 Australian shoppers in the Pasta Sauce category, where buying behaviour is recorded as part of Nielsen’s Household Panel in the year prior, and brand awareness responses were gauged separately in a survey conducted on the same people. Three awareness measures are tested: Top of Mind (TOP), Unprompted and Prompted awareness. The results indicate that TOM awareness skew to heavy buyers. There is little difference in light buyer responses across brand awareness measures, with slightly more responses captured for unprompted awareness. Responses for prompted awareness and large brands better reflect the sample composition. The same patterns in distribution are evident for national and private label brands.

*Samantha returns to Adelaide to complete her Masters by Research, having spent the last six months in London working at CNBC’s research department. Samantha is a Research Associate at the Ehrenberg-Bass Institute for Marketing Science. Previously, she completed her Bachelor of Marketing and Communications and Bachelor of Business (Honours) at the University of South Australia. Since then, she has worked with industry clients in the areas of brand health tracking and advertising measurement. Samantha’s main research interests are in brand equity and consumer behaviour.*
When are two brands better than one? Investigating the impact of single versus dual branded ads on advertising effectiveness

Cathy Nguyen, PhD Scholar, School of Marketing

While a typical advertisement will feature one single brand, from time to time, marketers have been known to introduce a second brand into their ads. When two brands are presented in a marketing context, be it advertisements, packaging, product placements or distribution outlets, this is known as dual-branding (Grossman, 1997). Cathy's PhD investigates the impact of adding a second brand to a primary brand's advertising effectiveness. A two phase experiment involving an online survey and eye-tracking has been designed to examine the effects of adding a second brand to advertising on consumers' subsequent memory of the brands advertised. Cathy will be using this presentation as an opportunity to gain valuable feedback on her experimental design, prior to it going into the field in October-November.

Cathy Nguyen is a PhD candidate in the School of Marketing, and a Senior Research Associate at the Ehrenberg-Bass Institute for Marketing Science. Cathy's research interests are in co-branding, cause-related marketing and word of mouth. Cathy's research has been published in the Australasian Marketing Journal and International Journal of Market Research. She also regularly presents to international (industry and academic) audiences.
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The Research Coordinator is responsible for managing the administration and coordination of research and research education processes and policies in the UniSA Business School. The Research Coordinator assists the Dean: Research in the development of research and research education within the Business School.

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Michelle provides support for the UniSA Business School’s research staff and students and is responsible for establishing and maintaining high quality administrative and research support services. She supports strategic activities and projects in the research area by providing a wide range of research, administrative and information services.

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Debra provides support to the UniSA Business School’s research degree students and ensures the smooth operation of research administration.

How to Contact Presenters

To contact any of our research students who have presented at the 13th Postgraduate Research Colloquium, send an email to business-research@unisa.edu.au and your email will be forwarded on to the student.
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