

Business & Informatics Newsletter

Semester 1, 2008

Conferences

Dr Robert Compton

After providing an Invited Paper at the 1st and 2nd conferences held by the Employee Assistance Professional Association of Australia (EAPAA), Bob Compton has been invited to present at their 17th conference on the 15th August 2008, in Surfers Paradise at the Versace Hotel. The main theme of the conference will cover Ethics and Boundaries in Employee Assistance Program (EAP) practice, and the specific core activities will include: expert consultation and training in the identification and resolution of job-performance issues related to employee personal concerns; confidential and timely-problem assessment, diagnosis, treatment or referral to an appropriate community resource; and the formation of internal and external linkages between the workplace and community resources not available within the scope of EAP.

Girija Krishnaswamy

Girija has been invited to be a Program Committee Member for the 10th International Business Information Management Association (IBIMA) Conference in Kuala Lumpur, Malaysia, 30 June - 2 July, 2008. The main theme of the conference is on Innovation and Knowledge Management in Business Globalization.

Dr Janet Chew

Dr Janet Chew presented a paper entitled "Is Career Management the panacea to retaining vital staff?" at the Winter Global conference for Business and Finance Research, Waikiki, Hawaii. Jan 9-13 Jan 2008.

Dr Janet Chew will present her paper "Influence of Leadership, team relationship, working environment, and policies and communication on organisational commitment and intention to stay: An Australian Study", at the Academy of World Business Marketing and Management Development conference, Brazil, July 14 -17 July 2008.

Jacqui Larkin

Jacqui Larkin, Lecturer in Human Resource Management, MacKillop campus, recently presented at the Australian and New Zealand Academy of Management (ANZAM) conference in Sydney. Her paper titled 'Older Academics: Challenges for Universities' generated much interest. It forms part of her PhD research on older academics.

Jacqui will have her story published in an upcoming anthology titled 'Growing up Asian in Australia'. Her story is titled 'Baked Beans and Burnt Toast' and it is a fictional piece of writing based on her life. The publication is due to be launched May/June this year.

Jacqui and her husband John are looking forward to having more time (or not?) for other pursuits, now that their third and last child, Gabrielle, started kindy this year.

Al Marshall

Al Marshall presented a referred paper at the Australian and New Zealand Marketing Academic Conference (ANZMAC) held at Otago University in New Zealand, in early December last year. Some 450 delegates attended the Conference from Australia, New Zealand and other parts of the world, including Europe, Asia, and South America. Al's paper was in the consumer behaviour stream, and was based on his doctoral work on hedonic leisure consumption.

New to the shelf

Dr Robert Compton

Bob Compton's biography will appear in the inaugural edition of Who's Who in New South Wales, which will be published on Thursday, 24th April 2008, and will include an entry listing of Bob's achievements. His biography will appear alongside those of over 6,000 notable citizens of New South Wales, representing a range of endeavours, who have significantly shaped the community. This inaugural edition contains introductory messages by state leaders, including The Honourable Morris Iemma, Premier of New South Wales, and The Right Honourable Clover Moore, Lord Mayor of Sydney.

Girija Krishnaswamy

Journal Article: Renshaw, S. and Krishnaswamy, G. (2008), "Critiquing Australia's Knowledge Strategy: How can we better position ourselves in a Global Community?", Lex ET Scientia International Journal No. XV Vol. I/2008.

Dr Janet Chew

Chew, J and Girardi, A (2008), Is Career Management the panacea to retaining vital staff? International Management and Marketing Journal

Overseas Teaching

Girija Krishnaswamy was invited to present at the Refresher course for college teachers at Brennen College, Kannur University, Kerala, India, in February 2008. Girija conducted day long session on Online Teaching, Knowledge Management and Impact of IT on Individuals, Organisations and Society.

Al Marshall and **Ralitza Bell** are going to teach at Universite Paris Descartes in late May for just under 5 weeks. During their time there they will be giving a number of lectures on international marketing, marketing in Australia and cross cultural business issues. They will also be exploring opportunities to establish joint research projects with French academics. The North Sydney campus has a number of students from Universite Paris Descartes studying business, and Al and Ralitza hope to encourage other students from Universite Paris Descartes to come and study with ACU. Al is also planning to promote Carpe Diem, The Australian Journal of Business and Informatics, for students who wish to have their work published in English.

Carpe Diem

The fourth issue of Carpe Diem, The Australian Journal of Business and Informatics, is calling for submissions. Lecturers from ACU National in the School, and part time lecturers who may lecture at other universities are invited to forward the work of students which they consider of Distinction or High Distinction calibre. Alternatively you may provide the Editors with contact details for these students, and we will contact them, inviting them to submit their work. Submissions from both postgraduate and undergraduate students are sought.

Al Marshall is one of the three Editors, and he can be contacted in the first instance. Alternatively submissions can be made via carped@mackillop.acu.edu.au. The latest issue can be accessed at <http://dlibrary.acu.edu.au/research/CarpeDiem>; a majority of the articles in this issue are from the "Leading Eight" universities in Australia.

Research Awards

Dr Janet Chew

Dr Janet Chew received an Outstanding Research Award at The Winter Global conference for Business and Finance Research, Waikiki, Hawaii. Jan 9-13 Jan 2008

Paper: Chew, J and Girardi, A (2008), Is Career Management the panacea to retaining vital staff?

Australian Human Resources Institute Re-accreditation

The Australian Human Resources Institute re-accreditation process comes to an end.

It's hard to believe that 5 years have passed since our HRM major was last accredited by AHRI, Australia's professional HR association. Professor Adam Steen has been working on the application for some time and Bob Compton, a fellow of AHRI, put the final touches on the paperwork in mid-April. Our application was lodged one day before the deadline of April 24th. It's now a matter of waiting for the inevitable site visits and staff meetings. However, we look to be in good shape and the changes to the BBus will work in our favour with our first unit in the major now included in the first year common core.

Research Incentives

Faculty Early Career Research Incentive Award

This award is to provide encouragement to an academic member of the Faculty to increase their research productivity. Applications close Thursday, 15th May 2008.

Faculty Research Grants Scheme

This scheme has been set up to provide encouragement to academic staff of the Faculty to increase their research productivity. Applications close Thursday 29th May 2008. Guidelines for all schemes can be obtained from the Faculty Research Support website <http://my.acu.edu.au/38591>

Research Awards for Women Academic Staff

The University has made a commitment to provide up to three research awards per annum (valued at \$10,000 each) to women academic staff who return to the University following a period of approved leave in association with the birth of an infant or adoption of a pre-school age child. These Awards are designed to assist women academic staff to re-establish their research profile consistent with the strategic directions of the University and the individual staff member's career.

Eligible staff can apply for a Research Award within a period of two years from the date of their return to work at ACU from such leave.

Applications must reach the Pro-Vice-Chancellor (Research & International), Professor Peter Wilson, by close of business Monday, 30 June 2008.

For further information please access the Interim policy on Research Awards for Woman Academic Staff available on the Personnel Relations & Equal Opportunity website at <http://my.acu.edu.au/19640>

World Youth Day

Girija Krishnaswamy will be one of the Group Leaders representing ACU National for World Youth Day, Sydney, July 2008.

Assessment Workshop for Schools

Associate Professor Theda Thomas will be coming to North Sydney campus on the **19th May** to run a small workshop regarding assessment policy and unit outlines, so that staff can eliminate all doubts and the University can reduce the number of appeals received from students. Given that this is a non-teaching week, attendance from all permanent administrative and teaching staff is expected. The session will run from **9:30am until 11:45am at the Council Room.**

The workshop will cover the following issues:

- Creating different types of assessment tasks with clear criteria for students (presentations, essays, examinations, etc)
- Ensuring that you get a range of grades across the assessment tasks (HD, DI, CR, PA, NN)
- Making feedback easier
- The assessment policy and what needs to be in the unit outline regarding assessment

Appointed Positions

Eric Clubb was appointed to the following position:

- Acting Assistant Head of School

Dr Janet Chew was appointed to the following positions:

- MBA Course Coordinator 2008
- Committee member of The Faculty of Arts and Sciences International Education Committee

Graduation



Rachel Burek (pictured between Dr Robert Compton and Janine Brown) graduated on the 22nd April 2008 as a Bachelor of Business in Human Resources Management.

Special Leave

The school has offered **Chris D'Souza** leave on OSP from July 1, 2008 to December 31, 2008. Chris will be utilising this time to pursue his PhD thesis on "The effects of a networked electronic tool on learning". He also expects to publish some of his findings in a higher education journal article.

Influenza Vaccinations

As part of on-going efforts to help protect your health and that of your family and students, ACU National is encouraging all staff to be immunized against influenza this year. Accordingly, during May 2008, the University will offer free influenza immunisation for all employees (full time, part time, casual, sessional, fixed term). **Participation in the program is entirely voluntary.**

The University has engaged ProVax to provide all vaccinations, which will be administered by registered and qualified vaccination nurses on-site at each ACU Campus. The dates for the vaccination program are as follows and for your convenience, you are able to make a booking on-line at <http://bookings.provax.com/index.php?id=MDAwMjcx>:

North Sydney (MacKillop) Wednesday, May 7th. 2.15pm-4.30pm, OR
Monday, May 12th. 3.45pm-5pm
Location: First Aid Room, Level 2, Carroll Building

Strathfield (Mount St Mary) Wednesday, May 7th. 10.30am-12.45pm OR
Monday, May 12th. 1pm-2.15pm
Location: First Aid Room, Clancy Building

Profile

Al Marshall

Al is a lecturer in Marketing at the North Sydney campus. He has undergraduate and postgraduate degrees in International Politics, Sociology and Marketing. He is originally from Zimbabwe, and went to high school in New Zealand, and to university in New Zealand and Australia. He is shortly going to submit his doctorate thesis for examination at Southern Cross University. It is in the area of consumer behaviour and high involvement leisure.

Al's other research interests include ethnography and marketing, advertising strategy, qualitative research, branding, and international communications. His main areas of teaching specialisation are international marketing, marketing communications, and consumer sociology. Prior to joining ACU National he lectured marketing at the University of NSW. He has established relationships with leading publishing companies, including Pearson/Prentice Hall and Wiley Australia.

He is a prolific publisher of marketing cases, and is most well known as a marketing case author. Al's cases appear in many leading texts, including Kotler, Solomon, Pride, Quester, Fletcher and Brown. Wiley has recently been releasing Al's cases on DVD, and he is also working on an adaptation of a US text for Pearson Prentice Hall, with two other authors from the University of Otago and Edith Cowan University.

Al regularly undertakes academic reviews of forthcoming texts, and has a number of journal articles published in journals like the Australasian Journal of Market Research, and the Australasian Marketing Journal. He regularly presents Conference Papers. He is an Associate Editor of Carpe Diem, and is active in soliciting contributions from universities in Australia, and further afield. He serves on several committees in the School of Business and is a Course Co-ordinator. He joined ACU National from UNSW because he felt that the latter was a fresh new brand with the potential to offer a more personalised and boutique education to students than the older larger "factory" universities could.

He lives with his two children in Sydney's eastern suburbs, and his personal interests include architecture, politics, travel and urban design.