



ETHICAL / RESPONSIBLE /
SUSTAINABLE / INNOVATIVE
CONNECT: PRINCIPLES OF
RESPONSIBLE MANAGEMENT
EDUCATION (PRME)

PRME Progress Report 2012



CONTENTS

Renewal of Commitment	3
<i>Professor Paul Wellings</i>	
<i>UOW Vice Chancellor</i>	
Introduction	4
<i>Professor Trevor Spedding</i>	
<i>Dean, Faculty of Commerce</i>	
PRME Principles	5
Principle 1 – Purpose	5
Overview	5
Major Achievements	5
Principle 2 – Values	7
Overview	7
Major Achievements	7
Principle 3 – Method	10
Overview	10
Major Achievements	10
Principle 4 – Research	12
Overview	12
Major Achievements	13
Principle 5 – Partnerships	16
Overview	16
Major Achievements	16
Principle 6 – Dialogue	19
Overview	19
Major Achievements	19
Looking Forward	21

Renewal of Commitment



Professor Paul Wellings Vice-Chancellor, University of Wollongong

I have been impressed with the University of Wollongong's high standards and commitment to responsible management education and research and thought leadership on the Principles. Through its many international awards, the University of Wollongong has been repeatedly recognised for the development of excellent and much sought-after graduates.

The Faculty of Commerce, with its focus on "socially innovative commerce", is an excellent example. The Faculty aims to educate students who aspire to working in the fields of business to recognise and make commitments to the society in which they live and in which business operates. It requires learning about the world that exists beyond the office door, about acting in the broadest and best interests of the organisation and society.

With that in mind, the Principles of Responsible Management Education dovetails perfectly with the Faculty of Commerce's approach. It is important for students to see that its University is leading by example, that it too places a high value on sustainability, social responsibility and unification and to other issues crucial for our shared future. I commend this report on the achievements of the Faculty and University towards implementation of the Principles of Responsible Management Education and renew the commitment of the University to engage in a continual process of improvement following the Principles.

Professor Paul Wellings

Introduction



Professor John Glynn **Executive Dean, Faculty of Commerce**

I am pleased to present the University of Wollongong, Faculty of Commerce, 2012 Report on progress in implementation of the Principles of Responsible Management Education (PRME). The PRME aligns with the Faculty vision and provides a meaningful framework for the Faculty's strategic development. The Faculty is committed to inspiring socially innovative commerce through research and teaching. We have a strong reputation for the quality of our research and teaching, both within Australia and overseas. Our reputation is reflected in the demand for the Faculty's courses in Australia (Wollongong; Sydney; South Coast and Southern Highland campuses) and off-shore (Dubai and South-East Asia institutions). The Faculty offered undergraduate, postgraduate and higher degree research programs, both onshore and offshore, to over 9,200 full-time students in 2012. The Faculty has significant local, national and international research linkages that contribute strongly to each School's robust research profile. We have sought to enact the Principles of Responsible Management Education through the Faculty's teaching, research, development and business processes, and 2012 saw developments in various areas, as part of our ongoing commitment to enacting the PRME Principles.

A handwritten signature in blue ink, appearing to read 'John Glynn'. The signature is stylized and fluid, with a long horizontal line extending to the right.

Professor John Glynn

Overview

The Faculty of Commerce aims to be the best environment in Australia to research, teach and learn Commerce. The Faculty is committed to inspiring social innovation through its research and teaching programs, which are at the leading edge of our disciplines. Faculty of Commerce graduates will have a reputation for critical evaluation and the ability to integrate the diverse disciplines of Commerce at both undergraduate and postgraduate levels in order to benefit the wider community. The Faculty is committed to realising the spirit of creating better futures.

All degrees offered through the Faculty of Commerce are founded on our belief that students are a force for positive change, both socially and in business. We recognise that students of business are the future generators of sustained value for organisations and society. To this end, the Faculty makes a commitment to each student that as a result of their studies they will attain a set of graduate qualities aligned with the Principles. At a program level and through each subject the learning objectives and assessment tasks have been mapped and attainment of graduate qualities able to be recognised.

We are committed to fostering graduates who are:

Socially Responsible: Faculty of Commerce graduates will appreciate the social and ethical dimensions of business and be able to make informed choices for the benefit of society.

Informed: Faculty of Commerce graduates will have gained appropriate conceptual and applied knowledge that is research-based; develop skills for independent thinking and life-long learning and are able to acknowledge the work and ideas of others.

Innovative and Flexible: Faculty of Commerce graduates will be innovative in their thinking and work practices, be flexible in their approach and be able to apply creativity and logical analysis to solving business and social problems.

PRME Principles

Principle 1 – Purpose

We will develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy.

Connected: Faculty of Commerce graduates will be able to work and network effectively with others, and to appreciate the links between ideas and practice in domestic and international business, the public sector and community contexts.

Effective Communicators: Faculty of Commerce graduates will demonstrate an effective level of interpersonal, written and verbal communication skills and show an understanding of intercultural communication practices.

Major Achievements

The Faculty of Commerce has recently undertaken a major review of its undergraduate and specialised Master Degree programs. As a result both the new Bachelor of Commerce program with its focus on inspiring socially innovative commerce and a Bachelor of Economics and Finance degree are now offered to undergraduate students. Information showing all degree offerings is available here: <http://business.uow.edu.au/>.

The graduate quality of social responsibility is embedded in learning outcomes and assessment tasks across the degree programs. In particular, all undergraduate students are required to

undertake a mandatory subject in first year: 'COMM101 Principles of Responsible Commerce'. In the final year they are required to undertake a Capstone subject that integrates prior learning in majors and clearly ties into the principles of responsible commerce.

The attainment of the graduate attributes is managed through a Core Curriculum Subcommittee of the Faculty Education Committee, which reports to the Faculty Executive and University Academic Senate. This subcommittee oversees subject quality, teaching quality and assessment for the core subjects in the undergraduate degree.

In addition, the Faculty has developed a subject outline database to quality control all subject outlines. This tool provides the ability to map the graduate qualities across the entire degree program through assessment methodology. The Faculty Learning and Teaching Team gained national recognition for the development of this system, receiving an Award in 2011 for Outstanding Contribution to Learning and Teaching from the Australian Learning and Teaching Council (ALTC).

University of Wollongong Commerce graduates are sought after by employers, with over 85% of UOW Commerce students in business studies, accounting and finance majors graduating with a full-time job within their first year (ref. 2010 Australian Graduate Survey).

Globally Connected

iConnect

iConnect is an international program piloted by the Faculty of Commerce in 2011. It was launched campus-wide in 2012. iConnect helps and encourages students to engage in cross-cultural experiences, leading to the award of UOW's Global Citizenship Certificate. The program consists of activities and experiences either in Australia or in countries worldwide that increase the participant's awareness and understanding of cultural diversity. Through

the program, they gain 100 points towards an iConnect certificate. Points can be accumulated by participating in international study programs, volunteering overseas, being part of local clubs and societies, helping to organise events that promote a better understanding of different cultures and attending lectures and seminars to increase cross-cultural skills.

Going Green and Recycling

Recycling facilities in outside venues have been available on University of Wollongong campuses for some time. The Faculty of Commerce was one of the first to pilot and champion Indoor Recycling by staff and students as a way to reduce our ecological footprint and become leaders and innovators in sustainability. The result of the pilot resulted in improvements in the recycling model, which has since been endorsed and rolled out campus-wide.

The Faculty also supports and participates in recycling, which has been extended to e-waste, printer cartridges, mobile phones and eye glasses through central University collection and management. In addition, the Faculty has adopted a green procurement policy wherever practicable. This extends to selecting suppliers and eco-products that support responsible product packaging, recyclability of product, recycled content in product, energy efficiency of production and use, company environmental program, sustainability of manufacturing processes and waste disposal and transport requirements of product from manufacturing point to site.

To reinforce the Faculty's message about responsible business practices, all students attending the Faculty orientation hear stories about the importance of environmentally responsible business choices and are given a free environmentally friendly 'coffee keeper cup' to reduce waste from non-recycled coffee cups. Eco-friendly water bottles have also been offered to students to emphasise the need to limit the impact on the environment of disposable water bottles.

Overview

In the current turbulent global marketplace, understanding the relationships and interdependencies between business, the environment and society has become essential. Organisations employing business graduates increasingly demand them to “hit the ground running” in their understanding of these relationships and the contexts that govern them. Several current thinkers have argued that one of the weaknesses of business education is that it is focused on a disciplinary perspective rather than taking a holistic systems view of a business enterprise.

Commerce undergraduate degrees in the Faculty of Commerce reshape the attitudes and behaviour of future business leaders. Students can choose from seven undergraduate degrees, three of which are offered jointly with TAFE:

- Bachelor of Commerce
- Bachelor of Commerce (Dean's Scholar)
- Bachelor of Business
- Bachelor of Economics and Finance
- Joint TAFE programs: Bachelor of Commerce (Tourism), (Event Management) and (Hospitality).

In order to give students maximum flexibility and meet the Faculty commitment to social responsibility, all three degrees have a common set of core subjects in the first year with a capstone requirement in the final year. Students undertaking the Bachelor of Commerce Degree can choose from 14 majors: Accountancy, Business innovation, Business law, Economics, Finance, Financial Planning, Human Resource management, International Business, International Economics, Management, Marketing, Public Relations, Quantitative Analysis in Economics and Supply Chain Management.

A systems approach to business education utilising our capstone subjects ensures that students' concerns about the world and

PRME Principles

Principle 2 – Values

We will incorporate into our academic activities and curricula the values of global social responsibility as portrayed in international initiatives such as the United National Global Compact.

concepts of relevance are not ignored. Students choose between one of four final year capstone subjects that integrate the disciplines of commerce by focusing on a multidisciplinary view of socially innovative business practice. They also consolidate and apply the ethical, socially responsible and environmental view of commerce that underpins the undergraduate Commerce degrees, consistent with the principles of socially responsible commerce learned in the first-year subject 'COMM101 Principles of Responsible Commerce'. The four subjects of the capstone are based on a series of lectures and action-based learning projects, in which students practise the principles of socially innovative commerce in a multidisciplinary business environment.

Major Achievements

Curriculum

The design of the Capstone and the resources that support it began in 2010 with the aim of developing an online web-based simulation for use in the capstone subject, “Simulation of a Socially Innovative Enterprise”, which enables a holistic view of business education. This

ensures that students think about the economic, environmental and social consequences of their decision-making. The simulation is called IDLE (Interactive Dynamic Learning Environment) and it won the University of Wollongong/ UniQuest Trailblazer Award for 2011. Trailblazer is an annual competition developed to reward innovative ideas and early-stage research that has the potential to benefit the community, industry or business, as well as generate a financial return. In 2012, the prize money from Trailblazer was used to further develop IDLE for possible commercial outcomes and this is an ongoing project. In a national ALTC-funded project that is looking at best practice in undergraduate capstones across Australia, the Commerce simulation is already considered the standard integrative capstone learning experience.

The four subjects that comprise the Capstone, of which students must choose one, are described below:

Simulation of a Socially Innovative Enterprise

Simulation of a Socially Innovative Enterprise is an action-learning project where students form multidisciplinary teams and run a simulated business (which may include private, public and not-for-profit organisations) for a period of several weeks. Multidisciplinary teams of students compete across a performance matrix that includes profit, environmental impact, sustainability, social innovation, quality of service and ethical performance. Individual team members are responsible for different aspects of business. Students are required to make multidisciplinary interactive decisions based on sound ethical, socially responsible and sustainable practice.

Start up of a Socially Innovative Business

Start up of a Socially Innovative Business enables students to apply the principles of

ethical, socially responsible and sustainable commerce by involving students in the experience of starting and running a business. Students work as employees of the business, adopting specific roles and responsibilities associated with starting and running a socially innovative business.

Applied Business Research for Social Innovation

Applied Business Research for Social Innovation introduces students to higher level research skills. Students work in a multidisciplinary environment on a selected project about a contemporary commercial issue impacting on society. Students gain transferable skills with research application including presentation, research process and team working skills. Students are required to produce submissions to relevant authorities, professional bodies and the wider academic community through a formal presentation.

Intercultural Applications of Socially Innovative Business

Intercultural Applications of Socially Innovative Business enables students to apply the principles of responsible commerce in an intercultural business environment. Students investigate commercial problems which may include private, public and not-for-profit organisations for different communities. Students engage in communities to develop a framework for sustainability and social innovation in a multidisciplinary business environment.

COLLABORATIVE PRACTICE-BASED RESEARCH

These subjects are taught by a faculty multidisciplinary team. The main assessment for Applied Business Research for Social Innovation is a niche research subject where students undertake a collaborative practice-based task that examines business practices. For example, the students conducted a silent and shadow

reporting project on a corporate social issue which culminated in a research report, presented to their peers, identifying disclosure gaps in areas of unsustainable practices.

The Simulation of a Socially Innovative Enterprise subject requires students to undertake a business simulation with protocols for multiple, interconnected operational decisions or judgments with consequences for the environment, community and bottom line. The simulation is computer-based and student cross-disciplinary teams spend two hours/week with scaffolded instruction in a computer lab. The simulation can also be accessed off-site. The 'business' manufactures smart phones in Australia and each week new contingencies arise. The simulation is supported by an introductory video, specifically outlining the UN Global Principles and a mock newspaper. Students are assessed on the completion of an interim and final business report based on their simulated business decision-making and practices. In 2012, the simulation was incorporated as part of the IN2UNI Program and delivered over a 5-week period to four local socially disadvantaged high schools.

OFF-SHORE

For the capstone subjects, 2012 saw the delivery move offshore to Singapore and INTI Subang Jaya where it was reduced to an intensive block. The feedback has been extremely positive. The different cultures have found the interactive learning environment enjoyable. 2013 will see delivery extended to INTI Penang.

Social Inclusion Project Scheme

Following the success of the Faculty's *Social Inclusion Project Scheme* (SIPS) Unlocking the Potential Project in 2011, the Faculty was awarded further major funding in order to continue to support and extend initiatives of

the Social Inclusion Framework which aims to improve access to undergraduate courses, retention rates and completion rates for students from low socioeconomic status (LSES) backgrounds.

The key purpose of the 2012 project (*Unlocking the Potential: Focus on classroom praxis for socially inclusive learning*) was to extend and enhance what was achieved in 2011 in three major ways:

- consolidate building capacity through embedded classroom praxis supported by continuing the work with the first year subject coordinators and casual academic tutors, and in particular include head tutors who represented each core subject offered in the undergraduate degrees.
- focus on the use of formative assessment practices in order to identify students' learning needs and to change teaching practices accordingly.
- expand the *Handbook of Learning Activities* into an online resource hosted through CEDiR. Elaborations of practice that are specific to each discipline were gathered, trialed and developed as examples of effective praxis for current and future casual tutors to access and adopt in their teaching.

Outcomes

The 2012 project continued to highlight the effectiveness of the social inclusion framework in guiding the process of change at the 'staffing', 'skills', 'structures' and 'strategies' levels. It also continued to demonstrate the effectiveness of the Action Learning model in bringing about an increased knowledge about socially inclusive teaching and learning practices by the academic staff of the needs of LSES in first year Commerce subjects. The critical role of the casual tutors in the teaching process was recognized and strengthened through the work of the Head Tutors Action Learning Team. Indicators of relevant changes in curriculum design and proposed delivery, including an understanding of the role of formative and summative

assessment, continued to be identified. A tangible outcome has been the Handbook of Practical Strategies for Teaching Staff, which has visual examples of teaching practices in the form of digital stories, links to YouTube clips and visual examples and templates for downloading.

The Educational Inclusion Subcommittee

The Commerce Educational Inclusion Subcommittee aims to increase the participation of students identified under the Federal Governments social inclusion agenda. It has secured funding for 5 In2Uni scholarships valued at \$1,000 each and 16 UStart Grants valued at \$1,000 each. The Scholarships will be offered to students who were part of the University In2Uni program to assist with expenses when commencing University. The In2Uni Program is a partnership between the University of Wollongong and Department of Education and Communities (DEC NSW), Illawarra and South East Region to enhance aspirations of selected primary and secondary schools within our communities. As well as the UStart Grants which will provide financial assistance to students eligible for UStart, the sub-committee recommended funding for a Faculty UStart program in 2013.

Overview

The Faculty of Commerce has embedded processes in each of the core areas of teaching and learning, research, collaborations and partnerships, and business processes to enable effective learning for responsible leadership. The Faculty engages with students both formally and informally in the classroom, through clubs and societies, through seminars and events and by regularly reviewing key indicators to determine our effectiveness in fostering responsible leadership for students, staff and the communities in which we are based.

Ongoing programs designed to be inclusive of students from different backgrounds and to educate students in a wide range of leadership environments allow them to explore concepts of responsible leadership that transcend the mainstream.

Major Achievements

Chinese Commerce Academic Development (CCAD) Group

The CCAD is a program where a group of high-achieving students (undergraduate, postgraduate and higher degree research students in commerce) provide leadership, mentoring and academic assistance to help peer Chinese students academically in accounting, finance, management and other relevant majors, with an aim of providing and sharing experiences of studying and living overseas. The group is academically focused, aiming to build community engagement. First-year Chinese international students are given high priority to help them overcome early-stage university difficulties, to reduce failure rates and increase retention. The Faculty supports the program through access to funding, facilities, promotion and collaboration.

PRME Principles

Principle 3: Method

We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.

LUCY

LUCY is an innovative leadership program that targets women from the Law, Commerce and Engineering disciplines who are inspired to take on leadership and senior positions in the private and public sectors. With a strong commitment to increasing the numbers of women employed in middle and senior management levels and on boards, the NSW Government, along with the Office for Women's Policy, NSW Department of Premier and Cabinet, joined forces and introduced 'Lucy' to the University of Wollongong. LUCY is a mentoring program where mentors and students work together on a small work-related project whereby mentors share their knowledge and experience to equip students to meet the challenges often experienced by women in their chosen industry.

Leadership Forum

The Faculty of Commerce, in partnership with Moorefield Girls High School, held the second Leadership Conference Day at Moorefield Girls High School in 2012. Jillian Broadbent, Chancellor of UOW and member of the Board of the Reserve Bank of Australia, Woolworths Ltd and Coco-Cola Amatil Ltd, spoke to over 300 students at the High School about leadership. Other speakers were Samea Maakrum, CEO of Sasy n Savy, and Lauren Ross, Compliance Manager, Australia and New Zealand, Travelex Ltd (UOW Graduate).

AIME

AIME Indigenous Corporation provides a six-year Mentoring Program for Indigenous Australian students to access while undertaking their high school studies from Year 7 through to Year 12. AIME partners university student volunteers in a one-on-one mentoring relationship with a high school Indigenous student, for an hour a week over the course of a 17-week program. AIME's goals are to improve Year 10 completion rates, Year 12 completion rates and university admission rates for all participating students.

Internship Program

Commerce Internship enables students to apply the principles of ethical, socially responsible, and sustainable commerce by integrating and applying their knowledge learned at university in an industry context via an internship. The program is a capstone subject designed for students undertaking any Commerce degree. This subject is by invitation only; to attain a place within the program students competitively apply in the semester prior, are shortlisted for roles and attend an interview with a pre-selected industry partner.

STUDENT PROFILE FOR 2012

In 2012, a total of 61 students undertook internships in Autumn semester and another 61 in Spring semester in over 50 different organisations throughout the Illawarra and Sydney regions, including Gazel, Tynan Motor Group, Accor Group and Illawarra Business Chamber.

In Autumn 2012, the Commerce Internship Program facilitated its first targeted indigenous internship in conjunction with partner

organisation KPMG Wollongong. This internship provided an opportunity for an indigenous accounting student to participate in an auditing role while informing KPMG Wollongong's understanding of the unique perspective and cultural attributes that indigenous people can bring to accounting practice.

Graduates of League

The Graduates of League (GOL) program was established at the University of Wollongong (UOW) in 2012. Dr Sam Jebeile, Senior Lecturer in the Faculty of Commerce founded the program along with Ben Creagh, Dragons Player and UOW Finance undergraduate student; Mr Scott Stewart, Dragons Education and Welfare Manager; Mr Stuart Philpot, Finance Analyst at BlueScope Steel, and Mr Paul Heptonstall, Education and Welfare Manager, NRL.

Graduates of League (GOL) is a joint initiative and pilot program of the Athletes Education Foundation (AEF), University of Wollongong (UOW), National Rugby League (NRL) and the St George Illawarra Dragons. The program was established to increase university entry, retention and completion rates of elite athletes and professional sports people. The primary objective in the inaugural year, 2012, was to establish strategies and support structures for the transition and learning needs of twenty-one National Rugby League (NRL) and National Youth Competition (NYC) players.

Overview

Over the last 18 months the Faculty research agenda has increasingly aligned with the Faculty vision of inspiring socially innovative commerce. The Faculty received National recognition for its research performance through the Excellence in Research for Australia (ERA) Initiative, receiving the highest possible ERA rating of "5" for research quality (well above world standard) in the area of tourism.

Institute for Innovation in Business and Social Research

In 2012 the Faculty's Research Strength, IIBSoR continued to produce high quality research outputs, as demonstrated by members publishing 74 journal articles, with over 40% appearing in A* or A ranked international journals and working on 20 funded research projects across a range of disciplines, including Tourism, Psychology and Information Systems. Ties with industry have been strengthened through collaborations with a number of partners, including Health Workforce Australia and NSW Office of Communities.

Social Innovation Network (SInet)

The Faculty established and now hosts the Social Innovation Network (SInet), a UOW research network that brings together researchers from many disciplines across the University to investigate the development of new concepts, strategies and tools to empower individuals, communities, profit and non-profit organisations and the government to improve quality of life. In this context, quality of life means material standard of living as well as personal well-being in terms of health and environment and social harmony.

Research Centres

In addition the Faculty has several active and productive research centres:

- Activity Theory Usability Laboratory (ATUL)

PRME Principles

Principle 4: Research

We will engage in conceptual and empirical research that advances our understanding about the role, dynamics and impact of corporations in the creation of sustainable social, environmental and economic value.

- The Centre for Applied Research Systems
- The Centre for Human and Social Capital Research
- The Centre for Knowledge Management
- The Centre for Research in Socially Responsible Marketing
- The Centre for Small Business and Regional Research
- Chinese Commerce Research Centre
- Marketing Research Innovation Centre
- People and Organisation Research Centre
- Social Accounting and Accountability Research Centre

Major Achievements

Our research efforts are strongly linked to our Faculty focus on 'socially innovative commerce'. The Institute for Innovation in Business and Social Research and our other research centres undertake a wide range of research projects that help to advance understanding of how corporations can have a vital role in driving better social, environmental and economic outcomes. Some of our research is highlighted below under key thematic areas:

Theme 1: Socially Responsible Commerce

- "Communicating about skin cancer to people of mild intellectual disability."
- "Centrelink Prosecutions at the Employment/Benefit Nexus."

Theme 2: Sustainable Living

- "Analysing Energy Efficiency in Multi-use Environments"
- "IT and the Climate Change Adaptation Initiatives of NSW State Government"
- "The use of Web 2.0 for lowering the Carbon Footprint of Globally-distributed Activity"
- "Active transport in the Illawarra region"

Theme 3: Using Technology to Improve Society

- "Use of Social Media for Community Engagement".
- "Developing a Cross-institutional Sustainability Network and the NBN"
- "Digital Stories in Business Project".
- "Technology and Innovation management in high risk situations".

Theme 4: Ageing Well

- "Exploring the determinants of service quality of residential communities for the aging"
- "Information Systems support for the Illawarra Dementia Support Network".
- "Benefits within an aging community of developing an Aquaponics Garden".

Theme 5: Tourism and Regional Development

- "Rethinking the Future of Visitor Services"
- "Improving measurement of the economic value of tourism to regional areas"
- "Structural Adjustment Funding In Regional Economies: Which sectors should be supported?"
- "Investigating the Economic and Social Consequences of Job Losses in Traditional Industries"
- "Investigating Chinese domestic labour market conditions and international student migration to Australia."

Outstanding Research

Awarded research showed a trend toward socially responsible issues:

- IIBSoR's Dr Melanie Randle was awarded the 2012 ANZMAC Emerging Researcher of the Year Award by the Australian and New Zealand Marketing Academy (ANZMAC). This is an annual award for an early career researcher judged to have made the most significant contribution to knowledge in marketing through research of high standing. Melanie has a strong publication track record and her research has had real impact in industry (benefitting foster care organisations that do not have the resources for an R&D department).
- Dr Zhiming Cheng from the School of Economics was awarded the Medal of Research on Development (with a prize of \$10,000) in the theme of 'Urban Externalities and Urban Poverty' for his paper titled 'Layoffs and Urban Poverty in the State-owned Enterprise Communities in Shaanxi Province, China'. Dr Cheng presented his paper at the GDN 13th Annual Global Development Conference at Central European University, Budapest where he won first prize in the category.
- Professor Tim Coltman received an ARC Linkage Project Grant of \$652,367 for the project "Technology and innovation management in high risk situations". Professor Coltman with his colleagues, Prof Timothy Devinney, Dr Rajeev Sharma, Prof Dr Siegfried Gudergan, Dr Benjamin Brooks, and Dr Nidhida Lin will examine the challenge whereby bulk commodity exports and container imports port operators are both encouraged to take risks to innovate but are constrained by the consequences of risk.
- Dr Peter Siminski was awarded a Discovery Early Career Researcher Award (DECRA) of \$375,000 for his project titled "Army service, employment incentives and veterans' life outcomes: a natural experiment". This project will analyse the complex long-run effects of Australia's

conscription ballots on the lives of conscripts and their families.

These projects demonstrate the Faculty's focus on advancing understanding of how organisations can add social and economic value and make a difference on important social, environmental or economic issues.

Other Sample Key Publications in Relevant Areas

Ciarrochi, J. V., Randle, M. J., Miller, L. M. & Dolnicar, S. 2012, 'Hope for the future: Identifying the individual difference characteristics of people who are interested in and intend to foster-care', *British Journal of Social Work*, vol. 42, no. 1, pp. 7–25.

Dolnicar, S., Yanamandram, V. & Cliff, K. 2012, 'The contribution of vacations to quality of life', *Annals of Tourism Research*, vol. 39, no. 1, pp. 59–83.

Hurlimann, A. & Dolnicar, S. 2012, 'Newspaper coverage of water issues in Australia', *Water Research*, vol. 46, no. 19, pp. 6497–6507.

Kang, M. & Gretzel, U. 2012, 'Effects of podcast tours on tourist experiences in a national park', *Tourism Management*, vol. 33, no. 2, pp. 440–455.

Lee, W. & Gretzel, U. 2012, 'Designing persuasive destination websites: a mental imagery processing perspective', *Tourism Management*, vol. 33, no. 5, pp. 1270–1280.

Liu, Q. & Tian, G. 2012, 'Controlling shareholders expropriation and firms' leverage decision: evidence from Chinese non-tradable share reform', *Journal of Corporate Finance*, vol. 18, no. 4, pp. 782–803.

Treleaven, L., Sykes, C. & Ormiston, J. 2012, 'A dissemination methodology for learning and teaching developments through engaging and embedding', *Studies in Higher Education*, vol. 37, no. 8, pp. 747–767.

Zhang, Y., Andrew, J. & Rudkin, K. 2012, 'Accounting as an instrument of Neoliberalisation? Exploring the adoption of fair

value accounting in China', *Accounting, Auditing & Accountability Journal*, vol. 25, no. 8, pp. 1266–1289.

Conferences Promoting Responsible Research

2012 New Zealand Regional Science Association International (ANZRSI) Conference

December saw the Faculty hosted two international conferences. Over 80 attendees, made up of local councillors from across Australia and international university delegates converged at the 36th Australian and New Zealand Regional Science Association International (ANZRSI) Conference. The conference's theme was 'Connecting Regions: Research, Practice and Policy' in line with the University of Wollongong's vision to enrich people, communities and the environment. The conference included presentations on regional science, regional development and regional policy, and most importantly addresses by keynote international speakers on how regions can strengthen connections within their area, nationally and internationally. International keynote speaker was Professor Mario Polèse, a Senior Canadian Research Chair in Urban and Regional Studies at the Institut National de la Recherche Scientifique (INRS) in Montréal and published author. He presented findings from his book *The Wealth and Poverty of Regions: Why Cities Matter*. In addition, keynote speaker Professor Graham Clarke, a Professor in the School of Geography at the University of Leeds presented his keynote address on *The Potential of Microsimulation in Regional Science*.

11th Australasian Centre on Social and Environmental Accounting Research (A-CSEAR) Conference

In December, 80+ academics and practitioners from around the world, including Canada and the UK, attended the 11th Australasian Centre on

Social and Environmental Accounting Research (A-CSEAR) Conference from 2–4 December 2012 at the University of Wollongong. The conference was hosted by the University of Wollongong's Social Accounting and Accountability Research Centre (SAARC) and the School of Accounting and Finance. The theme of the conference was "People & Place" and reflected the importance of recognising the impact of organisational practices on both human and environmental existence and thereby the significance of giving voice to both people and place in the context of social and environmental reporting. The widely recognised conference drew a list of prominent keynote speakers including Australia's leading social researcher, Professor Hugh MacKay whose opening keynote address will be *The Desire for "My Place"*; Professor Nola Buhr from the University of Saskatchewan will present her current research project, *Indigenous Peoples, Mining and Impact & Benefit Agreements: Who is Keeping Score?* In addition Professor Rob Gray, the founder of CSEAR and Professor Ed Arrington will also speak on the future of social and environmental accounting.

The main purpose of the conference was to provide a forum to inform and debate on the broad topic of Social and Environmental Accounting, the friendly environment and sense of community, as well as creating a unique opportunity for participants to connect with each other and with senior scholars in Social and Environmental Accounting.

Overview

The Faculty of Commerce actively engages with partners through a broad range of mechanisms, including curriculum review mechanisms, events, joint programs with TAFE, visiting programs for international and nationally renowned academics, the Faculty of Commerce Internship subject, prizes and awards to students, sponsorships, alumni activities and research and commercial consultancy.

Major Achievements

Students in Free Enterprise

SIFE (Students in Free Enterprise) is a worldwide organisation that provides university students with the opportunity to dream, develop and make a difference via free enterprise education. Students are required to work together as a team to create an innovative portfolio of projects to assist their local, national and global community. Projects are designed to meet a problem or concern within the community they choose to target, and the collaboration encourages the students to work outside the structured nature of their education. In 2011 the Faculty of Commerce committed to supporting SIFE and it continued to great success in 2012.

Indigenous Strategy

As part of its ongoing indigenous strategy, the Faculty of Commerce held its third annual Koori Kids Fun Day on Thursday, 19 January 2012 at the University of Wollongong. More than 40 local school children aged between 5 and 12 signed up for the day to participate in sporting and indigenous games activities. As part of the day, the children received a surprise visit from the St George Illawarra Dragons in the morning where they played a range of sporting games, including Rugby League.

PRME Principles

Principle 5: Partnerships

We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities approaches to meeting these challenges.

The aim of this event is to engage with the local Indigenous community as a way of providing insight into the meaningfulness of Country, Kinship, Culture and Connections. The event is also part of the Faculty's Indigenous and Social Engagement Strategy committed to fostering relationships between the Faculty and the wider community.

The Koori Kids Fun Day is run in partnership with the University Recreation and Aquatic Centre (URAC) with support from Woolyungah Indigenous Centre, the UniCentre, KidsUni, the Faculty of Education and the Office of Community Partnerships.

The Lands Council and Aboriginal Cultural Centre have both sponsored Commerce Indigenous student prizes and committed to this sponsorship for the next four years.

Internship

The Commerce Internship subject (COMM390) provides an opportunity for students to integrate and apply their university knowledge in an industry context. It has been designed with a primary focus on work experiential learning and requires the student to work for 16 days in a pre-selected organisation. These working days are spread over eight weeks with two days per week during session.

As part of our ongoing commitment to maintain our business relationships, we provide a Business Partners Breakfast for all our Business Partners, including research partners, Internship partners and the student Awards, scholarships and prizes sponsors. The event highlights the advantages of our partnership program and provides networking opportunities for our students to connect with our business partners.

Alumni

The Commerce Business Alumni Network represents alumni and current students in the Faculty of Commerce and the Sydney Business School. The Commerce Business Alumni Network objectives are to:

- Promote the Faculty of Commerce of the University of Wollongong
- Provide a conduit for interaction between Alumni and industry, commerce and professional associations
- Inform alumni about developments at the University
- Facilitate professional networking
- Promote the Network to students of the Faculty of Commerce at the University of Wollongong.

The alumni network hosts events locally, nationally and internationally.

Leadership Conference Day

The Faculty of Commerce, in partnership with Moorefield Girls High School hosted the annual Inspiring Leadership in Business Conference on Tuesday 28th August 2012 at Moorefield Girls High School Hall. The event saw year 10, 11 and 12 students from over 6 southern Sydney High Schools attend to hear the professional journeys of three successful business women.

The conference aims to inspire responsible leadership qualities in students and raise student's aspirations to study tertiary education. The conference gives students the chance to listen to the professional journeys of some of today's business leaders, which we hope will

assist them in planning for their future careers.

The calibre of speakers was once again high this year. Ms Jillian Broadbent, Chancellor of UOW and Member of the board of the Reserve Bank of Australia and Woolworths Ltd shared her leadership journey and discussed the qualities that make a good leader. The conference also included presentations from CEO of Sasy n Savy, Samea Maakrun, and UOW graduate and Compliance Manager of Australia and New Zealand, Travelex Ltd, Lauren Ross.

Scholarships and Prizes

The relationship between the Faculty and local businesses, organisations and the community is encapsulated in a variety of scholarships and prizes awarded to students for academic excellence in the various fields of study offered within our degrees. Approximately 115 current Commerce students received a prize for their work. These prizes are sponsored by business partners of the Faculty. There are over 27 businesses and both local and national organisations that provide a financial bonus to accompany the awards for outstanding effort.

Business Partners' Breakfast

The Faculty of Commerce held its annual Business Partnership Breakfast on Thursday, 13th September at Innovation Campus. The event celebrated the many strong links forged between the Faculty and the local business community, and in particular, those resulting from the very popular Commerce Internship Program.

The Business Breakfast gave guests a chance to hear from industry professionals and this year, the Faculty secured Professor Henry Ergas, a senior economic advisor for Deloitte and Professor of Infrastructure and Economics at UOW to hear how the carbon tax will affect businesses in the region. Guests also heard from UOW PhD student, Jessica Baxter, and hear about her research project – The Brand Wollongong that provided recommendations for the city revitalisation and Wollongong brand initiatives.

UOW has always placed a very high degree of value on creating meaningful partnerships with the local community and Commerce has a definite role to play in this space. In particular, a great deal of time and effort has been invested in creating strong business links. Over the next few years, the Faculty will continue helping new and existing industry partners to broaden their links with Commerce.

Year 6 Get Down to Business

Thirty Year 6 students visited UOW on November 16 to plan their future businesses at a Commerce workshop hosted by the In2Uni Program and the Faculty of Commerce.

Students from the Wollongong/Shellharbour Project Based Learning Group worked with the Director of the Centre for Leadership and Knowledge Management, Dr Peter Massingham, and UOW Faculty of Commerce staff and students to develop plans for popular business ideas.

The workshop helped the young students aspire to business excellence and recognise their ability to generate winning business ideas and perhaps be successful and responsible business owners in the future.

The Commerce workshop was the final campus-based activity for The Combined Wollongong/Shellharbour Project Based Learning Group for 2012, following successful Graphic Design and

Engineering workshops earlier in the year.

The workshops and activities, organised around their career preferences, have provided the students with an opportunity to gain relevant information to make informed decisions about their future after school.

The Combined Wollongong/Shellharbour Project Based Learning Group is jointly funded by Farmborough Rd, Berkeley West, Berkeley, Lake Heights, Cringila, Warrawong, Port Kembla, Primbee, Windang, Warilla North, Mt Warrigal, Koonawarra and Lake Illawarra South Public Schools.

It aims to extend the talents of students in Priority Schools and National Partnership schools by giving them the opportunity to work with other like minded students on a series of workshop projects that are jointly negotiated between teacher and student, focus on higher order thinking, have real life connections and develop aspirations through partnership with the University of Wollongong's In2Uni project.

Commerce Faculty Advisory Board (CFAB)

The Commerce Faculty receives valuable support and guidance from its Advisory Board, which includes representatives from industry, TAFE and the school education sector. This interaction allows the Faculty to forge relationships with key people active in the business world and to gain their insight into needs that our courses and research should seek to address. The Advisory Board members are:

Mr Warwick Shanks (Chair)

Partner, KPMG Wollongong

Dr Steve Andersen

Deputy Chancellor, UOW

Mr Frank Di Giorgio

Senior Executive, Australian Treasury,

Mr David Farmer

General Manager, Wollongong City Council

Mr Dom Figliomeni

CEO, Port Kembla Port Corporation

Mr Greg Fisher

Business Opportunities Manager, WEA Illawarra

Kathleen McCormack AM

Director, CatholicCare

Ms Rae Mitchell

Principal, Smith's Hill High School, Wollongong

Ms Dianne Murray

Director, TAFE Illawarra

Mr Robert Ryan

Chief Executive of IMB Ltd

Roger Summerill OAM

Deputy Chair of Regional Development Australia

Mr Terry Wylie

Former Principal, Caringbah High School

PRME Principles

Principle 6: Dialogue

We will facilitate and support dialogue and debate among educators, business, government, consumers, media, and civil society organisations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability. We understand that our own organisational practices should serve as example of the values and attitudes we convey to our students.

Overview

Dialogue and debate on issues relating to global social responsibility and sustainability begins for the Faculty within its key teaching strategies. Given the core qualities of our curriculum the issues surrounding social responsibility in commerce will inevitably be seeded into policy discussion within businesses by future graduates as they enter the workforce. However, opening that debate outward into academic spheres beyond our own gates and into the community generally is recognised as one of our major responsibilities. A number of strategies are in place to encourage wide-ranging debate on the major issues involved.

Major Achievements

Conferences

Conferences remain a major forum for engaging in debate within the worldwide academic community. The Faculty of Commerce encourages academics not only to attend conferences but also to present papers for dissemination and discussion by their peers. This encouragement comes through allocated funding for conference attendance and paper presentation. In 2012 alone, UOW researchers attended over 50 major conferences, many focusing on issues of social responsibility and related topics. UOW researchers were key speakers at some of these.

Researchers within the Faculty have organised widely publicised, international conferences and symposiums that deal with issues relating to responsibility in business, such as:

- Centre for Social and Environmental Accounting Research Conference 2012.
- Forensic Accounting Teaching and Learning Symposium 2012.
- SMEs in a Global Economy Conference 2013.

Visitors / Public Lectures and Seminars

Each year sees visiting experts, from both academic and business spheres, invited to come to the University to present public lectures or engage in symposiums and doctoral consortiums, and many of these events have dealt with issues relating to responsible management. The Schools of Accounting and Finance, Management and Marketing and Economics have conducted year-long seminar series with event seminars, lectures and discussions from distinguished guests from a multitude of Universities, with national and international representation, as well as representatives from business and government. These have included:

- **Professor Joshua Angrist**, from Massachusetts Institute of Technology, conducted a public lecture on "Accountability and flexibility in public schools".
- **Professor Andrew Pettigrew** OBE, FBA, Professor of Strategy and Organisation, Saïd Business School, University of Oxford, conducted a public lecture on "Scholarship

with Impact" as a guest of the Faculty and its research strength – the Institute for Innovation in Business and Social Research.

- **Professor Peter Berck**, from the University of California, Berkeley, delivered a public lecture on "Greenhouse Policies".
- **Michael Scharper**, Deputy Commissioner of the Australian Consumer and Consumer Commission, conducted a public lecture on the topic "Are Free Markets Also Fair Markets?: Open Competition and the Small Business Sector".

Also in 2011, a Guest Lecture was given by **Bill Delves**, Senior Partner, Ernst & Young, on "How to become an Exceptional Enterprise, and the School of Accounting and Finance held its 23rd Annual Doctoral Consortium, on the theme "The Social Impact of Accounting and Finance", where **Associate Professor Helen Irvine** from the Queensland University of Technology (QUT) and **Professor Ken McPhail** from La Trobe University were keynote speakers.



Looking forward

The Faculty aims to continue to promote and embed the Principles of Responsible Management education in both its curriculum and organisational processes. The progress achieved to date is significant. Our key objectives for the next 12-18 months will be to focus on our postgraduate programs to ensure alignment with the Principles. Ongoing evaluation of our undergraduate programs to monitor, review and refine the attainment of our graduate qualities is also a priority.

The Faculty has achieved significant success in accessing nationally competitive research income and continues to foster strong interdisciplinary, cross-institutional and industry research links both nationally and internationally. There is a focused strategy on maintaining the Tourism discipline at well above world standard (ERA rating 5) and the Marketing discipline at world standard (ERA rating 3), and the Faculty is in the process of recruiting high-performing researchers to improve the standing of other key disciplines. Key areas identified for improvement include: (a) increasing our focus on publication in high quality peer-reviewed journals, (b) targeting high quality HDR candidates in areas of international research strength (e.g. tourism), (c) increasing the rate of timely HDR completions, (d) cultivating strategic industry links in research priority areas and (e) harvesting quality outputs from international inter-university research collaborations.

Faculty has renewed its focus on partnerships and this will carry over into 2013 with opportunities to leverage outcomes and relationships generated through research activity. The Faculty has commenced work on revitalising the Students in Free Enterprise (SIFE) group to assist in developing and assisting business to meet community needs.

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FACULTY OF COMMERCE

