



MONASH University  
Business and Economics

# *Faculty Research Conference*

*24 - 25 October 2007, Marysville, Victoria*



# *Conference Handbook*

# MARYLANDS COUNTRY HOUSE

Falls Road, Marysville Victoria 3779  
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## *Introduction:*

On behalf of the Faculty Research Deanery, I welcome you all to the Faculty Research Conference. For the first time, the event will combine the Annual Doctoral Conference and the Annual Faculty Research Strategy Workshop together in the one location. We are pleased with the program we have developed and trust that you will be enriched by the speakers you will hear and the workshops you will participate in.

Whilst the conference is structured largely around a series of parallel sessions (one for doctoral students and one for staff) there will be plenty of opportunities for staff and students to mix with one another. We invite you to make maximum use of these opportunities to engage with your fellow researchers in an informal and relaxing atmosphere.

All academic staff are encouraged to attend at least one session of the doctoral student presentations, and we are very pleased to provide all conference participants with a copy of the doctoral students' papers. Each doctoral candidate has reported on some aspect of his/her work-in-progress, ranging from conceptual and theoretical pieces, to detailed descriptions of study design and methods, to preliminary research findings. We encourage you not only to read, but to provide feedback to the author(s). Your feedback may provide reassurance and confirmation to the researcher, and/or it may provide new insights or avenues for further reflection or analysis.

*Simon Liddle*

Manager, Faculty Research Office  
on behalf of the Faculty Research Deanery

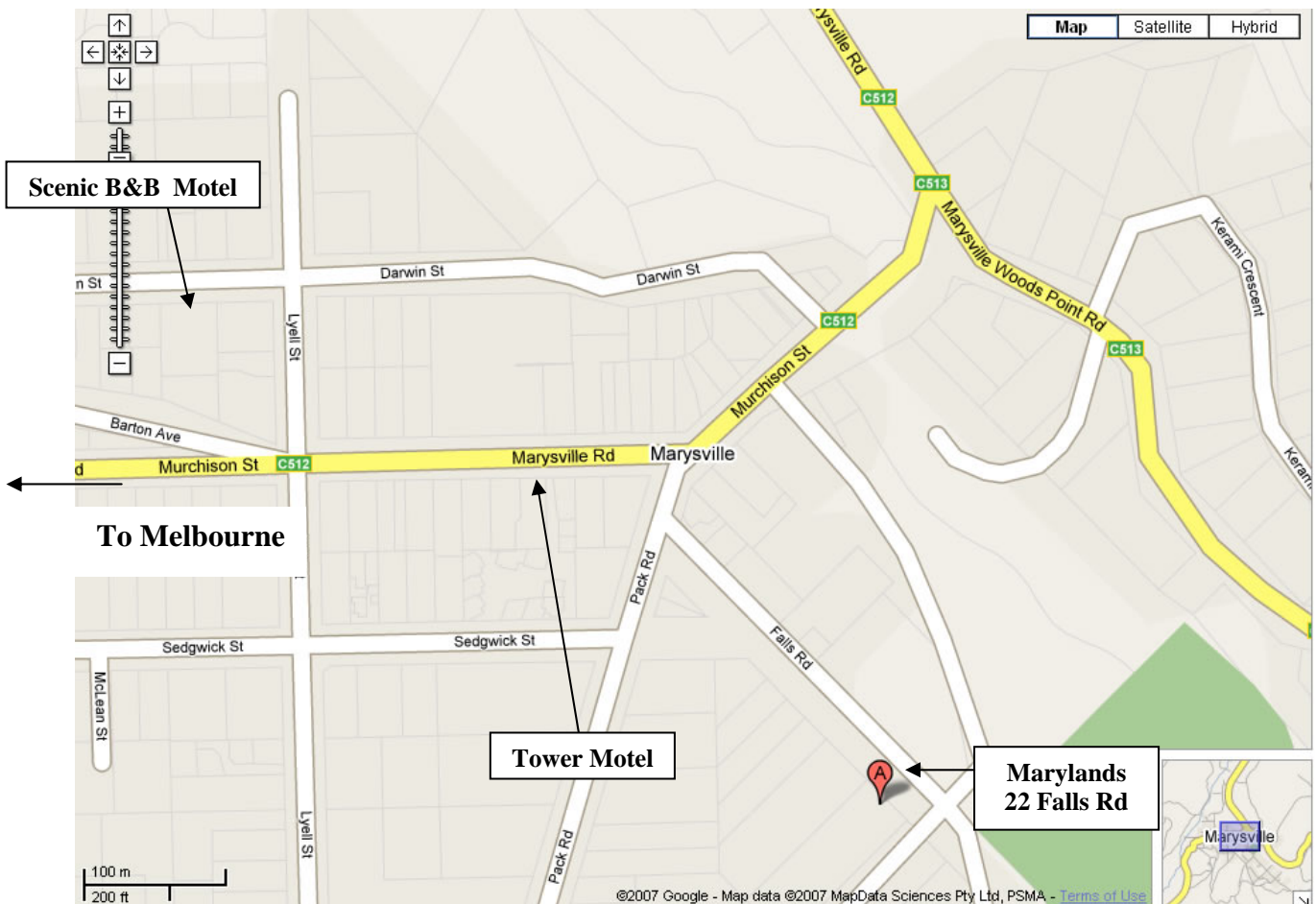
## How to get to Marysville:



Nestled alongside the renowned Yarra Valley, Marylands is an enjoyable 90 minute drive from Melbourne.

Take the **Maroondah Highway** out of Melbourne into the Yarra Valley . Stay on the Maroondah Highway and head up into the ranges passing through **Healesville**. You will be driving on one of Victoria's Great Roads and will see some of the finest mountain forest in Australia. At **Narbethong**, turn right and you will be just ten minutes from Marysville. When you arrive in Marysville, drive along the main street, and turn right into **Pack Road** then left into **Falls Road** (this is the road to Stevenson Falls and is well sign posted).

Marylands is about 100 metres along Falls Road on the right hand side (opposite the sports oval).



## *Doctoral Presentations:*

Doctoral presentations have been scheduled on both days of the conference. In addition to presenting their own paper, all doctoral students are expected to attend the presentations of their fellow students and to participate in the discussion following each talk. All academic staff are also encouraged to attend the presentations at some stage during the conference and to provide feedback and comments.

**Audience members are kindly requested to treat the presenters as they themselves would wish to be treated as a presenter. For example, please remain seated during presentations, and comments/questions should be constructive not destructive. Audience members are also requested not to enter/exit the room during presentations.**

Each presentation is to be of no more than 20 minutes duration followed by no more than 10 minutes of discussion. Presentations will be timed and terminated precisely at the 20 minute mark.

A panel of academic staff will assess each presentation according to the following criteria:

1. Evaluation and integration of existing literature
2. Clearly explained motivation for conducting research
3. Clearly stated aims and research questions
4. Clearly described research design/methodology
5. Expected contributions of research to field
6. Ability to use clear, simple English with limited jargon.
7. Ability to respond appropriately to questions
8. Presentation delivered effectively within allocated time
9. Overall quality of powerpoint presentation

Prizes will be given for the best papers and presentations.

While the setting for the presentations is an informal one, students should view these presentations as an important stage in the development of their research projects.

## 2007 Faculty Research Conference, Programme

### DAY 1: Wednesday 24 October 2007

<b>9:30am-</b>						Arrival and Registration in Marylands Foyer. Bus departs Caulfield at 7am and Clayton at 7:30am							
<b>10:00am-10:45am</b>						Morning tea in Marylands Main Lounge							
<b>10:45am-11:00am</b>		<b>Welcome</b> , Professor Betty Weiler, Assoc Dean (HDR)				<b>Staff Presentations, Haycraft Room 2</b>		<b>Welcome</b> , Professor Gill Palmer <b>Introduction</b> , Professor Jayne Godfrey					
<b>11:00am-11:30am</b>		<b>Yaelle Saltman</b> , Dept of Marketing: <i>The Influence of Consumers' Desired Benefits on Product Attribute Importance</i>						<b>Report from the DVC (Research)</b> Professor Edwina Cornish					
<b>11:30am-12:00pm</b>		<b>Tuck Cheong Tang</b> , School of Business, Sunway Malaysia (Economics): <i>Current and Capital Account Interdependence: A Refresher</i>						<b>Preparing for the 'real' RQF</b> Professor Max King					
<b>12:00pm-12:30pm</b>		<b>Charles Xiao</b> , Centre of Policy Studies: <i>Economic Implication of the Undervalued Chinese Currency</i>											
<b>12:30pm-1:00pm</b>		<b>Helen Forbes-Mewett</b> , Dept of Management: <i>Identifying &amp; Managing International Student Security Needs in Australia: The Case of Monash University</i>										<b>Instructions for Break-Out Groups</b> Professor Rob Brooks	
<b>1:00pm</b>						Lunch (Main Dining Room)							
<b>2:00pm-2:30pm</b>		<b>Doctoral Presentations, Chair: Dr G Tanewski, Rm 1</b>		<b>Javed Iqbal</b> , Dept of Econometrics & Business Statistics: <i>Testing Asset Pricing Models in Emerging Markets: An Examination of Higher Order Co-Moments and Alternative Factor Models</i>		<b>Doctoral Presentations, Chair: A/Pr C Dubelaar, Rm 2</b>		<b>Max Coulthard</b> , Dept of Management: <i>Networking and its Effect on the Relationship between Entrepreneurial Orientation and Firm Performance in the Australian Franchise Industry</i>		<b>Ferndale Break-out Rooms</b>		<b>RQF Workshop: Context Statements</b>  (refer to conference program for composition of break-out groups)	
<b>2:30pm-3:00pm</b>		<b>Mohd Nordin Asudalli</b> , Dept of Accounting & Finance: <i>The Relationships between Asset Specificity, Task Uncertainty, Trust and Management Control Systems in Inter-organizational Relationships in the Banking Sector</i>		<b>Lakmal Abeysekera</b> , Dept of Management: <i>How do Couples Experience Work-Family Conflict? The Effect of Role Salience</i>									
<b>3:00pm-3:30pm</b>		<b>Ishita Chatterjee</b> , Dept of Economics: <i>Complementarity, Competition and Innovation</i>		<b>Vince Giuca</b> , Dept of Management: <i>The Sustainability of Fast-Growth Firms</i>									
<b>3:30pm</b>						Afternoon tea (Haycraft Lounge)							
<b>4:00pm-4:30pm</b>		<b>Presentations Continued Rm 1</b>		<b>Maheshwar Rao</b> , Centre of Policy Studies: <i>A Simple Education and Labour Supply Extension to ORANI-G Model of the Australian Economy for Policy Analysis</i>		<b>Presentations, Continued Rm 2</b>		<b>Kathy Purushothaman</b> , School of Business, Sunway Malaysia (Management): <i>Workplace Spirituality: A Comparative Analysis between Australian and Malaysian Business Organisations</i>		<b>Ferndale Rms</b>		<b>RQF Workshop: Impact Statements</b>  (refer to conference program for composition of break-out groups)	
<b>4:30pm-5:00pm</b>		<b>Maria Strydom</b> , Dept of Acc & Fin: <i>Corporate Governance, Accruals Quality and Mispricing</i>		<b>Andreas Pekarek</b> , Dept Management: <i>What Gives Unions the Capacity to Implement Different Strategies?</i>									
<b>6:00pm</b>						Drinks will be served at the Bar in the Main Lounge from 6:00pm onwards.							
<b>7:00pm-9:00pm</b>						BBQ dinner in Marylands Poolside Garden Night-walk departs outside main entrance at 8:15pm sharp (bookings are essential)							

## 2007 Faculty Research Conference, Programme

### DAY 2: Thursday 25 October 2007

7:30am-9:00am	Breakfast (Main Dining Room)			
9:00am-9:30am	Doctoral Presentations, Chair: Prof Chris Nyland Haycraft Room 1	<b>Vinod Mishra</b> , Dept of Economics: <i>Random Walk Hypothesis: A Study of the Efficiency of Indian Stock Market</i>	Staff Presentations, Haycraft Room 2	<b>RQF Follow-Up Discussion</b> Facilitator: Professor Rob Brooks
9:30am-10:00am		<b>Arifur Khan</b> , Dept of Accounting and Finance: <i>Managerial Share Ownership and Firm Performance: Evidence from Australia</i>		
10:00am-10:30am		<b>Kian-Ping Lim</b> , Dept of Econometrics & Business Statistics: <i>Cross-Country Determinants of Weak-Form Stock Market Efficiency: A Preliminary Exploratory Study</i>		<b>Presentation: Faculty's strategic research direction 2008</b> Professor Jayne Godfrey, Professor Rob Brooks, Professor Charmine Härtel, Assoc Professor Keryn Chalmers, Professor Betty Weiler
10:30am-11:00am		<b>David Hao Cui</b> , Department of Economics: <i>Increasing Returns and Industrial Policies across Regions</i>		
11:00am	Morning tea (Haycraft Lounge)			
11:30am-12:00pm	Doctoral Presentations, Chair: Prof A Sohal, Haycraft Room 1	<b>Louise Roos</b> , Centre of Policy Studies: <i>The Impact of HIV/AIDS on the South African Economy: CGE Analysis</i>	Staff Presentations, Haycraft Room 2	<b>Presentation: Sunway Campus, Malaysia: Research Update</b> Professor Mahendhiran Nair
12:00pm-12:30pm		<b>Chandana Hewege</b> , Department of Management: <i>Acculturation and Management Control - A case study of a Japanese subsidiary in Sri Lanka</i>		<b>Panel discussion: Achieving research impact through engagement and collaboration</b>  Professor Rob Brooks (Chair), Professor Kim Langfield-Smith, Professor Chris Nyland, Professor John Madden, Professor Pervaiz Ahmed, Professor Harmen Oppewal
12:30pm-1:00pm		<b>Haiou Zhou</b> , Department of Economics: <i>Evolutionary Game of Labour Division in a Competitive Economy</i>		
1:00pm-1:30pm		<b>Amirul Ahsan</b> , Department of Accounting & Finance: <i>Central Bank Independence &amp; Governance (CBIG) and Inflation in Asia Pacific</i>		
1:30pm	Lunch (Main Dining Room)			
2:30pm-3:45pm	<b>Panel session for staff and HDR students:</b> <b>From Confirmation to Completion: Overcoming Challenges and Maintaining Motivation</b> Professor Betty Weiler (Chair), Professor Felix Mavondo, Professor Amrik Sohal, Dr George Tanewski Haycraft Rooms 1/2			
3:45pm-4:00pm	Student awards presentation and close			
4:00pm	Afternoon tea (Haycraft Lounge)			
4:30pm	Bus departs			