

WESTERN SYDNEY
UNIVERSITY



Institute for Culture
and Society

**Logistics as global governance:
labour, software and infrastructure
along the new silk road**



The project

Professor Brett Neilson and Professor Ned Rossiter are working with international collaborators on this project examining the cultural aspects of business logistics and governance practices.

'China is building a "new silk road"', says Professor Neilson. 'It is set to revolutionise networks of trade and production, linking Asia to Europe and Latin America. In turn, this changes Australia's regional and economic position with the growth of China-centred relations. Studies of globalisation have included very little on business logistics and conversely, business systems tend to try to control and define social actions and factors that mainly favour profit maximisation. This ignores the many forces and influences outside these systems that also affect business and labour operations, such as strikes and other social and political tensions. Logistical systems can connect firms, software systems, labour forces and cultures in highly flexible ways, posing a challenge for how both globalisation and policy discourses such as the "Asian Century" are understood. This project investigates the cultural and social transformations introduced by this emerging economic network. We aim to advance understandings of how logistical processes manage labour forces and we aim to contribute to a deeper understanding of global governance.'

Focussing on three key infrastructural hubs in Chile, India and Greece, information from semi-structured interviews will be used to build innovative research platforms for broadening debates and research practices concerning software, labour and globalisation. A website will be developed along with an online 'serious game' to illustrate changing scenarios of work and culture along the New Silk Road.

By examining business logistics and its relationship to globalisation, this project will increase public knowledge about how material and technical processes affect our cultural and working lives. It is important for Australia to devise logistic strategies to keep pace with emerging trade routes and labour opportunities across the Asian region and beyond.

RESEARCHERS

Professor Brett Neilson
Professor Ned Rossiter
Professor Ursula Huws
Professor William Walters
Professor Ranabir Samaddar
Associate Professor Sandro Mezzadra
Dr Eleni Kambouri
Dr Hernan Cuevas

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WEBSITE

logisticalworlds.org

CONTACT

Professor Brett Neilson
b.neilson@westernsydney.edu.au

Professor Ned Rossiter
n.rossiter@westernsydney.edu.au

CONNECT WITH US

Institute for Culture and Society
Western Sydney University

Locked Bag 1797
Penrith NSW 2751 Australia

Building EM
Parramatta South campus
Corner of Victoria Road
and James Ruse Drive
Rydalmere NSW 2151 Australia

P: +61 2 9685 9600
E: ics@westernsydney.edu.au
W: westernsydney.edu.au/ics
facebook.com/westsyduics
twitter.com/westsyduics

The Institute for Culture and Society researches transformations in culture and society in the context of contemporary global change.

It champions collaborative engaged research in the humanities and social sciences for a globalising digital age, and is the largest dedicated research concentration of its kind in Australia.

The Institute encourages collaboration from Australian and international institutions, and students interested in postgraduate studies.



Photographs by Ned Rossiter