

Associate Dean | Research



Dear Colleagues

It's hard to believe that a year has passed since COVID-19 first changed everything in our professional and personal lives. If we were to count the number of contingency plans, new processes, and decisions, big and small, that we have had to make in response to the pandemic, the number, I'm sure would be astronomical.

The year 2020 has proved that the School of Business is agile, adaptive and thrives in times of change. I'm continuously impressed by, and grateful for, all the hard work of my School of Business colleagues and the University's research community. Together we have ensured the safe continuity of the school's research and by some measures have been able to reach our target research income for 2020. Furthermore, we rose to address the challenges and opportunities that

COVID-19 revealed.

This year, we will build on our successes and combine the best of flexible work, with investments in our people through in-house workshops and training, small research grants and professional development grants. Our digital capability will further be enhanced via the FinTech lab that will be installed on Level 2, 1PSQ. Thanks to the hard work of Heath, Warren and Amir in securing this facility. Also, we will continue to support each other through our attendance at our fortnightly research seminar series.

Please consider the various University research grants listed in this newsletter. We hope to further increase School of Business research productivity and to continue to deliver great outcomes for our students and the community.

Maria Estela

Research Updates

PUBLICATIONS

Your research activity statement can be accessed via the Portal using this [link](#). For more information about Excellence in Research for Australia (ERA) visit the [website](#). The ABDC list of journals can be downloaded from [ABDC](#). A summary of performance across Quartiles can be seen [here](#). Please click through for more information.

[Publications>>](#)

[Research Publications Listing>>](#)

INCOME

See here for 2021 research income summaries of external grants received.

[Income >>](#)

EXTERNAL RESEARCH GRANTS

Click through for a summary of successful external research grants (by category and researcher).

[Find out more>>](#)

FUNDING OPPORTUNITIES

Pipeline for Research Investment Funding - EOI 2022

The Pipeline for Research Investment (PRI) is an initiative developed to support large-scale cross-disciplinary infrastructure based projects for funding commencing 2022. The PRI is designed to facilitate a 'step change in research capacity' at Western Sydney University through the acquisition of research infrastructure funded through University-wide capital investment. This defined approach to infrastructure investment requires that teams submit output driven, high-impact research proposals for initial consideration.

Stage 1 includes a streamlined EOI application process where shortlisted candidates will be asked to submit a more fulsome proposal due at a later date. Attached are the Guidelines and Stage 1 EOI form for your consideration and application.

The call for Expression of Interest (EOI) closing date for PRI funding, is 11 June 2021.

All enquires and EOI's should be submitted to Juan.Cooper@westernsydney.edu.au for consideration.

[Guidelines >>](#)

[EOI Proposal >>](#)

Summer Scholarships 2021

Over the past eleven years, the Office of the Deputy Vice-Chancellor, Research, Enterprise and International, in conjunction with Jobs on Campus, has provided an excellent opportunity for undergraduate students to learn more about University research through the development of the Summer Scholarship program.

In 2021, the Summer Scholarship program will be offering a new and exciting two stream process which provides the opportunity for undergraduate WSU students to be part of either a Partnership Summer Scholarship or a University Summer Scholarship. Call for Partnership projects from Schools/Institutes are now open.

A Partnership Summer Scholarship enhances student knowledge, technical capabilities and professional standards to work on and solve industry defined problems. The Partner Summer Scholarship scheme provides an opportunity to develop industry relationships that offer the potential for growth to future partnerships for the researchers and industry connections for the student. For the purpose of this application partner organisations can include industry, NGO, community and government.

As in previous years, Schools and Institutes are asked to submit projects for consideration, which is followed by an application process coordinated for students through Jobs on Campus. Attached are the guidelines about the program, together with a proposal template to be completed for consideration. Each School/Institute is invited to propose up to 10 projects. Centres must submit proposals through the School. A timeline of the 2021 Summer Scholarship program is also attached for your information. The Research Director is to submit up to 10 projects per School/Institute to the Office of the DVC, RE&I (studentresearch@westernsydney.edu.au) by the closing date of 8th August 2021.

Contact details are on the attached document, but please feel free to email studentresearch@westernsydney.edu.au if you have any questions.

[Find out more >>](#)

Research Partnership Program

Applications are now open for the Western Sydney University Research Partnership Program.

The Research Partnership Program supports the development of collaborative research projects jointly developed and funded with a partner organisation. Partners suitable for collaboration may be from industry, commerce, and the public and community sectors. The scheme provides awards of up to \$25,000 (with ratio funding of 2:1 from the industry partner).

Application forms, guidelines and further information on the scheme are available by contacting BusinessServices@westernsydney.edu.au

Applications close: 4 June 2021

Researcher Development Awards

You will all be pleased to know that the University will be issuing Researcher Development Awards (forms and guidelines are available on this site) for 2022. There are some minor changes to the application criteria and these are noted in the guidelines and on the forms.

Applications open 3 May and close on 6 August 2021. It will be up to schools to set internal deadlines for submission to Research Directors/ADRs – this will probably work around your research committee dates. Please work with the staff in your schools/institutes to arrange dates.

Awards

Women's Fellowship - \$30,000

ECR Fellowship - \$15,000

Career Interruption - \$10,000 (extended access available for these awards)

You will note that there is a pause on ACA/DAP awards this year, as the schools will be funding research initiatives for these staff members under the arrangement of Allowances and Recruitment Principles for DAPs, Discipline Leaders, Associate Deans and ACAs. These may return in 2023, however these staff can apply for support via the Career Interruption scheme if eligible.

If you would like any other information, please contact researcherdevelopment@westernsydney.edu.au

Research Matters

ECONOMICS, FINANCE, PROPERTY - RECENT RESEARCH PUBLICATIONS

This month we consider a sample of the recent research outputs from the Economics, Finance, and Property (EFP) discipline areas. Research takes time and patience, and quality outcomes are often years in the making. The last 12-24 months has seen the EFP group deliver some important and interesting research, with many publications appearing in high impact journals. Some of these articles are co-authored with our HDR students, and we continue to contribute to their development and help build a foundation for their career.

[Read more here >>](#)

RESEARCH WEEK - RESEARCH IMPACT COMPETITION

Please find attached the Overview and Timeline for this year's Research Impact Competition being held on 26 October 2021. This the 6th year this flagship event will be hosted by the University.

The nomination process requires Schools and Institutes to host in house competitions or directly nominate candidates to participate in the University RIC. The School of Business will hold its impact competition during the HDR colloquium. Academic A to C colleagues are encouraged to participate. Please send your EOIs to business.research@westernsydney.edu.au.

Discipline leaders and DAPs are requested to nominate colleagues that are good candidates to this event.

Each School and Institute must identify a winner and runner-up and send details to Shantala Mohan by 16 July 2021. The winner will go forward to the University wide RIC and the runner up will be a reserve should the winner not be able to attend. Details of acceptance will be sent out to participants in the week beginning 19 July 2021.

Please contact Judy Foster (judy.foster@westernsydney.edu.au) if you need any further information.

[Read more here >>](#)

Researchers in Focus



DR SARAH DUFFY

What are your research interests?

Broadly speaking social equity.

What is the ultimate goal of your research?

As cheesy as it sounds, to make a difference. For now the two key goals that I have are to convince people that childcare, parental leave and flexible work are not "women's issues" but issues that effect everyone. The other is that period products should be as standard as soap and toilet paper in bathrooms.

How did you become interested in this area of research?

The former by own experience as a parent and the later by speaking to students and writing on the topic in *The Conversation*.

How is your research funded?

By WSU - thank you for recognising my potential and helping me to achieve these outcomes.

Where has your work been published?

Mostly in three journals: *The Journal of Macromarketing* and *The Journal of Social Marketing* and the *Australasian Journal of Marketing*.

Who inspires you?

Serena Williams

Who are your mentors?

Professor Roger Layton and Dr Emilee Gilbert

DR TENDAI CHIKWECHE

What are your research interests?

My research interests are primarily in marketing, international business, entrepreneurship, and SMEs related research. Over the last two years I have also developed an interest in third sector philanthropy research area. My core strength is in bottom of pyramid studies across these different disciplines which I have extended to cover middle class. My current 'pet interest' is on the growth of a thinktank that I co-founded two years ago which conducts research in policy, philanthropy, and entrepreneurship in Africa. Visit <https://www.sivioinstitute.org/>

What is the goal of your research?

Ultimately, I would want my research to make meaningful difference to my target audience ...beyond the traditional journal driven outcomes but one which can improve livelihoods, practice and policy making. Developing collaborations with like-minded colleagues in various institutes has helped me expand the scope of impact of my research. I have established collaborations and visiting scholar roles at the Liberty Institute of Strategic Marketing University of Cape Town working on research on the emerging dynamics of the middle class in Africa; at the Centre on African Philanthropy and Social Investment (CAPSI) located in the Wits Business School at University of Wits working on a project on re-imagining Africa's Social Entrepreneurship's nexus with philanthropy in a Post Covid



World

How did you become interested in this area of research?

My interest in bottom of pyramid research interest has largely been driven by my desire to see improvement in the lives of BOP consumers given the 'unequal relationship' they currently have with firms especially multi-nationals.

How is your research funded?

The funded component of my research has basically been by virtue of me working with the international collaborations that I mentioned earlier who have solid funding foundations and through my involvement with Sivio Institute which is self-funded. I am also grateful to the School of Business for accessing the internal grants. My target is to use this experience to apply for category 2 and 3 grants here in Australia.

Where has your work been published?

My work has been published in various journals including A journals such as Journal of Business Research, Marketing Intelligence & Planning, Journal of Consumer Marketing. Interestingly my most cited work is actually in a C journal !..thereby demystifying the impact of the A journals.(did I actually boldly say that!)

Who inspires you?

Hmmn that is a tough one, I guess I would have to say my parents who have always been at the centre of reinforcing the message of striving to 'give everything a go' to the best of one's ability in every sphere of life. That has been the mantra I have lived with all my life.

Who are your mentors?

I have been fortunate to have two great mentors in John Stanton and Richard Fletcher who are now retired but still provide me with a lot of mentorship!

What am I currently working on?

I am currently a bit all over the place with various projects. For example, working with colleagues from the SOB on an SME project and another one on Indigenous business enterprises, working on a book on Branding in Africa, working on a couple of papers at various stages with my international collaborators... And with all that also trying to be the best husband and dad that I can be lest I become so consumed with my work!

Researcher Teams in Focus

SUSTAINABLE PROTECTED VEGETABLE AND FRUIT CROPPING (SPVFC) RESEARCH

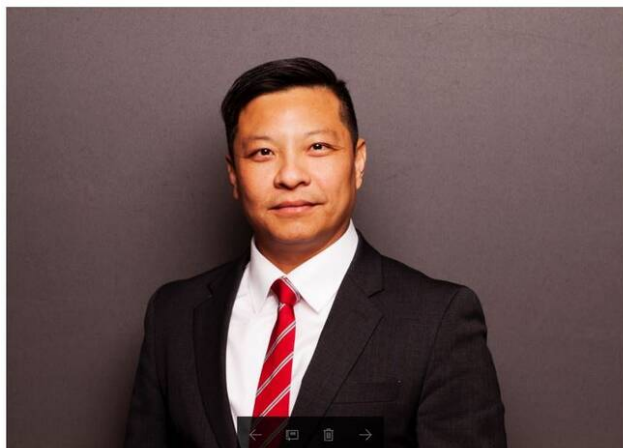
Professor Yi-Chen Lan and Dr Prem Samaranayake are continuing research collaboration on broader topic of sustainable protected cropping by engaging with a team of researchers from three schools and institutes across WSU. This is an ongoing research collaboration with a team of five academics, two technical staff, and two HDR students.

The research team is committed to supporting growers in Australia by improving food production and reducing energy and resource use in sustainable protected cropping to address food security issues, which are negatively influenced by population growth and climate change. Key contributions from Yi-Chen and Prem are in the areas of energy management, feasibility analysis, and life cycle assessment in relation to the environmental impacts through the protected cropping farming. Team expertise has advanced protected cropping leading the way for a more sustainable future. The broader scope of the research collaboration covers (i) sustainable horticulture practices, taking into consideration of demand for a diverse mix of resources and (ii) food security under challenging and complex demand conditions.

Given the prevalence, competitive pressure, and challenges of sustainable food production, this interdisciplinary research team aims to provide holistic, evidence-based, and innovative approaches to address food security, and several outcomes with considerable impact, specifically in: (i) providing best practices of sustainable food production in protected cropping to growers in the region and across Australia, (ii) improving sustainability by reducing the carbon footprint of protected cropping, and (iii) addressing challenges of food security by an increased and stable supply of quality produce. The research outputs are designed to be impactful and fulfill several UN SDGs including, Goal 2 - zero hunger, specifically under Target 2.4 towards sustainable food production while maintaining ecosystems to tackle challenges relating to climate change and extreme weather conditions; Goal 9 - Build resilient infrastructure, promote sustainable industrialisation and foster innovation, specifically under Target 9.4 to manage and upgrade farming infrastructure and crop cycle to ensure sustainable energy efficiency throughout the production, and; Goal 17 - partnerships for the goals, specifically Target 17.7, to promote the collaboration of technology development and transfer relating to energy management in protected cropping to fulfil the overall

environmental sustainability and regeneration of resources objectives.

As a continuing interdisciplinary research collaboration, Yi-Chen and Prem led the publication of a refereed conference paper and a journal article, based on a case study of seasonal impacts on greenhouse energy consumption during a life cycle of selected crop at the National Vegetable Protected Cropping Centre in Hawkesbury campus in recent times. The current study aims to investigate the energy consumption and to propose guidelines and strategies for optimum energy management through multi-temperature acquisition points in a protected cropping horticulture facility. The main objectives are to (i) examine the differences of temperature captured through multi-point acquisition method, (ii) determine suitable timeframes for the greenhouse rooftop ventilation operation (opening/closing), which consequently will delay activating the cooling system and hence (iii) minimise cooling energy consumption. We are privileged to be part of the team and build impactful research contributions for a better world.



From the Library

NEW ACADEMIC SERVICES LIBRARIAN (BUSINESS)

Please welcome Karen Sheehy as our Academic Services Librarian (Business). Following the Library change proposal Karen is now our dedicated Librarian and will assist me as your School Librarian looking after the teaching and learning and research needs of staff and HDR students in the school.

Some of you would know Karen from her previous role as Library Hub Coordinator at PCC level 1 or met at one of the SGSM Network Café events. Hopefully you will all get the chance to meet Karen shortly.

Karen Sheehy (Academic Services Librarian)
k.sheehy@westernsydney.edu.au

Paul Jewell (Business Librarian)
p.jewell@westernsydney.edu.au



NEW METRICS LIBGUIDE

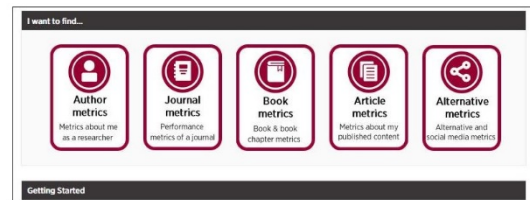
Library Academic and Research Services are pleased to launch the new [Metrics Libguide](#), located in the General Guides section of the e-Resources page.

The aim of this guide is to provide a practical and informative resource for academics to learn more about how research metrics work, and where to source them when seeking data for grant applications and academic promotion. It provides explanation of popular indices and metrics at an author level, article level and publication source level; and outlines the platforms that provide them. A clear understanding of these aspects can help academics make informed publishing and dissemination decisions.

The guide also discusses the important first steps of setting up and maintaining an author profile, and links to related Library FAQs and further information.

The 'Responsible Metrics' section highlights the importance of using metrics responsibly when evaluating scholarly excellence, and points to a growing trend within research institutions of developing position statements on the responsible assessment of research. In this vein, every metric featured in the guide includes a list of considerations to take into account when using each measure.

For any Library questions about metrics, publishing or improving your researcher profile and research impact please get in touch with your Business Librarian Paul Jewell p.jewell@westernsydney.edu.au



Associate Dean | Graduate Studies



Dear Colleagues,

Last weekend's cold weather was a clear signal of the arrival of winter.

Our annual winter special is the HDR Colloquium in the School. It is the best opportunity for our current PhD/MPhil candidates to communicate their research projects to all in the School. We believe that the Colloquium will inspire HDR research and motivate our HDR candidates from the positive and constructive feedback from all of us interested in research.

We are also calling for EOIs for the Annual 3MT Competition. All PhD and MPhil candidates in post- CoC candidature are highly encouraged to send their interests.

We are happy that more and more HDRs focus on targeting good quality journals and other non-academic outlets to communicate their research. The number of HDR publications is increasing.

COVID-19 has certainly altered the higher education sector. We plan to discuss the new world for PhDs in the next networking meeting and encourage current HDR candidates to develop competitive profiles to maximise future career opportunities.

Let's continue to support each other in this continuing struggle with COVID-19 and its changing effects on our lives. We support our off-shore HDR candidates who are keen to come to Australia and those with families and relatives in countries with the distressing COVID-19 situation.

Our research training events and extended support for HDRs for their ethics applications to minimise the review time will continue.

Regards

Dilupa

Students in the Spotlight

IAN LAVERING

Ian Laving (pictured) was pleased on 27 April 2021 to be informed by Associate Professor Dilupa Nakandala that his candidature for PhD studies in the School of Business, WSU was confirmed.

This followed an online presentation of his research proposal to the Candidature Advisory Committee, via Zoom. Ians' research will examine the Impact of NSW Mines on Property Values, under the supervision of Professor Graeme Newell and Dr Neil Perry, to be undertaken off-campus from his home office in Mollymook, NSW. The research will compare the biophysical and socioeconomic impacts of large-scale mining at strategic major mine sites in NSW, with the results of regression analysis of nearby property values.



The research proposal was developed, in part, as a consequence of Ian's past employment experience in managing mining and resource impacts for both government and industry across Australia. Being off-campus, Ian will rely on frequent email contact during the research with Professor Newell and Dr Perry, especially as the data compilation and analytic stages of the research are undertaken.

During the initial phase of preparing the candidature proposal, Ian and his family were challenged by the 2019-20 summer season bushfires which severely impacted much of rural NSW. That was followed in early 2020 by close contact with several COVID-19 cases while travelling immediately after the fire season was over.

A period in quarantine followed which was not a new experience for Ian as his childhood was spent at three of Australia's former Commonwealth Quarantine Stations, including the North Head Quarantine Station in Sydney from where he completed his primary and secondary education. Ian is looking forward to being engrossed in his research

and data analysis and hopes that 2021 and beyond will be a period of both hope and recovery for all staff and students at WSU.

ABDULLAH BUGSHAN

Before pursuing a PhD, Abdullah worked in senior financial and consulting roles relating financial analysis in the banking sector. Abdullah's areas of expertise include equity research and credit analysis. Abdullah received his master's degree at the University of New South Wales in Sydney in 2012 and has just completed a Doctor of Philosophy at Western Sydney University. His current research areas include corporate finance, Islamic finance, and reporting quality.

Abdullah has published in a number of journals, including *International Business and Finance* and *International Journal of Emerging Markets*.



HDR student success

PUBLICATIONS

Hoai-Anh Nguyen Dang:

Dang, H-AN, Khan, A, Doan, A-T & Ibbett, N 2021, 'The Social Impact of Green Innovation: Towards a Conceptual Framework', *International Journal of Public Administration*, DOI: [10.1080/01900692.2021.1913747](https://doi.org/10.1080/01900692.2021.1913747)

Rola Fanousse:

Fanousse, RI, Nakandala, D & Lan, Y-C 2021, 'Reducing Uncertainties in Innovation Projects through Intra-organisational Collaboration', *International Journal of Managing Projects in Business* (Q1 journal) (<https://lnkd.in/gidW3JF>).

Mason Prasad:

Prasad, M, Bakry, W & Varua ME 2021, 'Abnormal Volatility in Seasoned Equity Offerings During Economic Disruptions', *Journal of Behavioral and Experimental Finance*, 30, 100509. <https://authors.elsevier.com/a/1c%7Eve7tZBbkzzQ>

Resources for HDR students

CANDIDATE SUPPORT AND RESOURCES

The Graduate Research School (GRS) provides HDR candidates with access to a range of resources and support, including advice regarding procedures and policies, via their webpage.

There is a wealth of useful information here for new and continuing HDR candidates including a series of Frequently Asked Questions on courses; fees; orientation; student accounts; research training, workshops and support; Early Candidature Plan; Confirmation of Candidature; Candidature Support Funds; ethics and integrity; Annual Progress

Reports; overseas field research, thesis editing; and thesis submission and examination. There are also links to various guides such as:

- Confirmation of Candidature Guidelines
- Guide to Checking your Thesis with Turnitin
- Higher Degree Research Examination Handbook

The webpage provides a calendar of workshops available to HDR candidates that are targeted to provide support at varying stages of candidature. The calendar is updated regularly so candidates are encouraged to revisit the calendar to find out about upcoming training and development opportunities.

Importantly, this is where access to the broad range of forms, policies and guidelines that apply to HDR candidates is located. There are links to forms relating to Candidature Support Funds; Confirmation of Candidature; Examinations; Extensions and Variations and more. There are also links to HDR Policies as well as to Ethics Forms and the Form Centre.

HDR candidates are encouraged to become familiar with the information and resources provided by the GRS. Visit the GRS webpage at https://www.westernsydney.edu.au/schools/grs/higher_degree_research_students to find out more.

HDR WORKSPACES POST-CONFIRMATION OF CANDIDATURE

The School of Business provides access to workspaces and storage for HDR students. These spaces may be shared owing to the fact that there are more students than spaces available. The School does endeavour to provide HDR students who have completed their Confirmation of Candidature (CoC) with a desk on their home campus on an ongoing basis. An audit of desk allocations at the Parramatta City Campus was recently carried out to update information in this regard following the lockdown period.

Please contact business.research@westernsydney.edu.au should you have any queries relating to workspaces.

HDR Updates

WELCOME NEW HDR STUDENTS

PhD

Minakshi CHAKRABORTY

CONGRATULATIONS: CONFIRMATION OF CANDIDATURE PRESENTERS

Feras ALKHUDAYR
Ian LAVERING



CONGRATULATIONS: SUBMISSION OF THESIS FOR EXAMINATION

Tariq MAQABLEH
Jacki MONTGOMERY
Melissa WILLIAMS

Please email business.research@westernsydney.edu.au if your name has been omitted from these updates so that the omission can be rectified in the next newsletter.

CHOICE MODELLING WORKSHOP

An online, interactive, applied Choice Modelling workshop was organised for HDR students and their supervisors in April 2021. It was run by a team of experts from Nature Research. The workshop introduced the topic of choice-based models, provided the necessary knowledge to set up a choice-based study and demonstrated how outputs from such models can be interpreted and presented.

A typical "Choice task"

| Which of these TVs would you choose? | | | | |
|--------------------------------------|---------|---------|---------|-----------------------------|
| Type | Plasma | LCD | LED | |
| Size | 36 inch | 40 inch | 46 inch | "Levels" for each attribute |
| Brand | Sony | Toshiba | Philips | |
| Price | \$499 | \$699 | \$899 | |

"Attributes" Three "Product profiles" each of four attributes

Upcoming Events & Reminders



8 JUNE: HDR Networking Meeting - 1.00-2.00pm, Room 12, Level 8, 1PSQ and via Zoom

11 JUNE: Research Seminar Series - 10.00am-12.00pm (further detail to follow via Calendar invite)

25 JUNE: Research Seminar Series - 2.00-4.00pm (further detail to follow via Calendar invite)

29-30 JUNE: School of Business HDR Colloquium 2021 - Two full days, Level 9, 1PSQ

The HDR Colloquium is a great opportunity for HDR candidates at all stages of their Masters/Doctoral research to present their work, get feedback and be inspired by guest speakers, experts and fellow students. HDR candidates are encouraged to discuss any theoretical and methodological issues arising from their research.

The Colloquium also will feature the annual 3MT Competition for HDR students and the Research Impact Competition for academic staff.

2-3 AUGUST: NVIVO Training - all day (further detail to follow via Calendar invite)

27 AUGUST: Research Workshop, Professor Gary Moore - 11.00-12.30pm (further detail to follow via Calendar invite)

Contributions to Research @ SoBus

Research @ SoBus welcomes contributions from all discipline areas, portfolios, students and staff. Please email business.research@westernsydney.edu.au



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