Dean’s update - 31 October 2016

With the bulk of the work on the TNE project, affectionately known as the BLIP now behind us, it is appropriate that I acknowledge the significant effort of all staff involved. It must also be said that I am well aware that for most staff, the imposition has been far greater than the 50 workload point allowance that the School has been able to offer for this work. I should also note that discipline champions and discipline leaders performed a critical role in coordinating these activities in the School, while the professional staff were pivotal in facilitating the outcome. Particular mention needs to be made of the TNE implementation working party who guided the process. Specifically, thanks to John Murphy, James Boyd, Tonia Girardi, Tara Smith, Melorina Visheh and Claire Szamruchiewicz.

Some of the work that we have performed relating to the unit and course design, and pedagogy in general was not strictly a requirement of the TNE project. However, this should lift the overall standard of our offerings, and assist with TESQA and AACSB accreditation. It is necessary for us to comply with TESQA requirements, however, AACSB accreditation is voluntary, and the School embarked upon this accreditation process around 18 months ago. In the following article, Claire gives an overview of where we are at in this process. What became clearly obvious during a visit from Prof Rao from University of Dubai which has completed the AACSB accreditation process is that AACSB accreditation requires a whole of institution commitment to continuous improvement.

The institutional commitment needs to be more than the consideration that accreditation would be a good thing to have for marketing purposes. For us in the School, it means that it is not something that can be left to Janice Dudley and Claire to ‘just do’, it is a whole of School ethos. Accordingly, I am flagging the intention to start the discussion of whether we as a School believe that the philosophy behind AASCB accreditation is a laudable goal, and whether we are prepared to make the commitment to it.

Disciplines should now be discussing workload allocations for 2017, and entering these into the workload allocation system. This is available on the network at:

L:\MBSTransfer\SMG Workload Allocation System\2017

Continues on the next page
As I have previously indicate, it comes with an opportunity to concentrate workload into one semester (with adjacent trimesters) to free up a semester for taking leave and continuous time for conducting research. This will assist in reducing leave balances, and give you all time off to recharge. Therefore, in the discussion with your discipline colleagues, give consideration to changing the units that you teach to facilitate this concentration.

The School has made its submission to the University about the savings we could make to meet our Gross Margin target for 2017. As previously indicated, it means we have had to cut a lot of discretionary expenditure. I am hopeful that if our proposal is accepted, we should shortly be in a position to resolve uncertainty around contract positions and staffing for 2017.

Regards,

Grant

**School of Business and Governance AACSB Accreditation Update**

As many of you may be aware, the School is in the process of working towards becoming AACSB accredited.

This is a collective, inclusive process which requires commitment from everyone in the School. The accreditation process will impact on all stakeholders and, to this end, we welcome active staff and student engagement and participation in the project.

We are currently writing our initial Self-Evaluation Report (iSER details how the School aligns with AACSB standards, identifies gaps in alignment, and details the school's corrective actions) for submission in May 2017.

As a starting point, AACSB accreditation updates will be included in the monthly B&G Newsletter and the Dean's email update to ensure staff members are regularly informed of the project's progression, whilst also highlighting relevant accreditation news.

Please see the links below:

The first article addresses important questions in relation to the process of gaining accreditation, the benefits and the commitment needed from all staff and faculty members to achieve this goal.

http://bestbizschools.aacsb.edu/blog/2015/november/what-is-aacsb-accreditation-anyway

The second article highlights interesting data from a recent survey of AACSB accredited institutions in relation to employability of graduates and their readiness for the workforce.

http://bestbizschools.aacsb.edu/blog/2016/october/aacsb-business-school-graduates-are-workforce-ready

If you have any questions, or wish to find out how you can be involved in the project, please do not hesitate to contact either myself or Dr Janice Dudley.

Kind regards,

Claire Szamruchiewicz
Accreditation Project Officer

Dr Janice Dudley
Associate Dean, Quality Standards and Accreditation
The ‘insider’ and ‘outsider’ effects of FDI technology spillovers: Some evidence
Xiaowen Tian, Vai Lo Lo & Moxi Song
The Journal of Developing Areas, Volume 50, Number 5, 2016: 1-12
Website: https://muse.jhu.edu/article/619643

ABSTRACT: Extant studies on FDI technology spillovers have reached inconclusive findings, indicating that the effect of FDI technology spillovers is likely to be contingent on a variety of factors. This paper argues that one of the likely contingent factors is the distinction between FDI as an insider and FDI as an outsider to individual domestic firms. Most extant studies failed to make this distinction. To fill this research gap, the paper distinguishes industrial outsider FDI technology spillovers from industrial insider FDI technology spillovers on the one hand, and regional outsider FDI technology spillovers from regional insider FDI technology spillovers on the other. The paper develops hypotheses, and tests them against firm-level data of the National Industrial Enterprise Survey compiled by the China National Bureau of Statistics. The paper finds that FDI as an industrial insider as well as a regional insider tends to produce positive technology spillovers, whereas FDI as an industrial outsider as well as a regional outsider tends to produce negative technology spillovers.

Best Paper Award: Xiaowen presented this paper at the Asia Pacific Conference on Business and Social Science, Kuala Lumpur, 23-24, November, 2015. This paper won the Best Paper Award of the conference.

Workshop: 'Timing and Sequencing of Elections'

Ben Reilly, Dean of the Sir Walter Murdoch School, travelled to Ghana to participate in a workshop on 'Timing and Sequencing of Elections' organised by the International Institute for Democracy and Electoral Assistance. While in Accra, he also held meetings with prospective students for the School and also with the Scholarships Secretariat of the Presidents Office, which handles Australia Awards for Ghanaian students.
Launch of Leadership Journeys Series a Great Success

Thank you to everyone that made the School’s inaugural Leadership Journeys event such a great success. Over 120 guests from across the university and from industry joined us to hear Atlas Iron Founder and Murdoch University’s Chancellor, David Flanagan’s presentation on “Learning the Hard Way”. You can read what David had to say in the media article “Chancellor's Leadership Lessons”.

The feedback both on the night and via email has been excellent. Here is a sample:

Thank for the invitation to see David Flanagan. His presentation was both insightful and inspiring. Karyn Cooper, CBH Group

Thank you to you and your team for organising the Leadership Journeys event. It was an extraordinary insight. I was captivated and love every minute of it. Christine Canny, WA Police

Thank you for organising. It was a terrific event. Julie Whitlock, Digital First Program Manager, Murdoch University

I attended the event and was very impressed by both the speaker and the organisation of your team. It made it a very enjoyable and thought-provoking event and I look forward to the next one. Michael Grant, Director Information Technology Services, Murdoch University

As a Murdoch student, I’m extremely grateful for the opportunities to learn from professionals within industry and to learn from their experiences that we might otherwise never come to hear of. Jesse Cai, 4th Year Chiropractic Student

I am very appreciative for being included in such a wonderful event and commend the Business and Governance School for organising it. As a PG student it was a wonderful opportunity to feel a greater connection with the university and I look forward to the next one. Michelle Stephenson, Masters Student, Organisational Psychology

Thank you. I was both inspired and moved by David’s talk, really glad I stepped out of my lecture to attend! Maria McAdam, PG Student, Financial & Administration Manager

As a Murdoch MBA Alumni, I really enjoyed the event and listening to David’s journey. His experiences touched a chord and in many ways are similar to my own. Mark La Cava, Alumnus, Technology Consultant
Business after Hours at Mandurah Campus

Jean Wootton and Karen Thompson represented the School of Business and Governance at the 2016 Peel Chamber of Commerce and Industry’s Business after Hours on the university’s Mandurah Campus. Around 100 business owners, representatives from local government and Murdoch alumni joined staff to hear about what is happening at Murdoch University.

Awards for the Peel CCI BETSF (Business Education and Training Series Framework) were distributed. Earlier this year, the Executive Education Centre delivered a one day workshop as part of this series – Conflict Management and Negotiation in the Workplace. A highlight of the evening was a presentation by Professor Lars Bejder from VLS about the Mandurah Dolphin Research Project. The Project is part of the Murdoch University Cetacean Research Unit. For more information about the project visit Murdoch.edu.au/dolphins or check out the project’s facebook page.
Masterclass event

This first event in a series of events was aimed to develop awareness and industry involvement for Murdoch students and staff about business start-ups in innovation and entrepreneurship, especially the Western Australian start-up ecosystem. The event included a workshop with practical tips to help potential start-up entrepreneurs assess innovative ideas. There was also networking to help spark creative opportunities with like-minded people. The results of the discussion were increased awareness amongst staff and student of the types of innovation, sources of funding and commercialization process for products and services in WA. Furthermore, the event provided networking opportunities for students considering starting up new businesses.

The assembled panel of industry experts were as below;
Associate Professor Brett Robertson, the Managing Director and Co-Founder of The Australian Institute of Robotic Orthopaedics (AIRO): a private medical research company dedicated to enhancing patient outcomes by accelerating the convergence of innovation and surgical excellence. Nick Lim from Accenture Consulting, experienced in the area of strategy, culture and organisational transformation. Nick has a background in Organisational Psychology from Murdoch University and interested in ethical leadership, organisational change and transforming culture. Peter Clarke has spent most of his career in technology development and commercialization in a range of industries including mining, oil and gas, pharmaceuticals and agriculture. He has been a co-founder of four companies, the WA Innovator of the Year in 2007 and accepted the Australian Museum Commercialisation prize for Scanalyse in 2013. He now assists other entrepreneurs on the same journey working as a Commercialisation Adviser with the Department of Industry's Accelerating Commercialisation program.

Rolee Kumar from Murdoch University’s Knowledge Transfer Office has a primary role to identify and protect intellectual property, connect researchers with industry partners, facilitate and seek collaborative and licensing, spin-off opportunities for new innovations and technologies. Rolee is also experienced in managing intellectual property portfolio which included patents and trademarks.
In a co-operative venture with the Perth USAsia Centre, the Asia Research Centre hosted Dr Daniel Twining in the Centre’s Public Seminar Series, held on the Murdoch campus on 3 October. Dr Twining addressed the question ‘Whose Century? America, China and the Future of Global Power’, attracting a mixed audience of academics, students, public and private policymakers, diplomats, journalists, civil society actors and other interested members of the public.

The visit was funded by the US Consulate General Perth, and was part of a larger set of national presentations around Australia by Dr Twining, who is the Director and Senior Fellow for Asia at the German Marshall Fund of the United States. In previous positions, Dr Twining served as a member of the US Secretary of State’s Policy Planning Staff (2007-9), as foreign policy advisor to US Senator John McCain (2001-4), and as the US Trade Representative in 1997.

Dr Twining submitted a range of arguments to support his challenge to the popular idea that American power and influence within Asia is inevitably in decline as China’s economic and geopolitical significance consolidates and extends. Identifying what he sees as internal and external constrains on China’s economic growth and capacity to dominate Asia and the international system, Dr Twining also argued that the nature of power is also changing in a hyper-connected world that plays to America’s strengths. India’s rise is another factor that Dr Twining depicted as hugely significant for the regional and global power in the 21st century. The stimulating and far-ranging analysis provided by the speaker generated a rich set of questions and debates during the lengthy Q & A session that followed.

**Industry engagement for marketing students**

Students from the Strategic Marketing class in the School of Business and Governance participated in an industry engagement project and produced strategic marketing plans for two not for profit organization. Representatives from The Amanda Young Foundation and Australia Day WA were keen to hear the student’s recommendations at their recent presentations. Lecturer Dr. Carol Osborne said it was an ideal opportunity for the students to engage with real world clients and to produce a report in a collaborative environment. The student recommendations focused on the need for both organizations to be better connected to younger audiences through social media. One of the outcomes of the project was that Deanna Howell, the Education Program Manager for The Amanda Young Foundation will table the student reports at the November Board Meeting for the organization and put forward several of the recommendations.
Health policy programs: Changes and Summer program

The Grad Cert and Masters in Health Policy & Leadership have now been re-named to Health Administration, Policy and Leadership to emphasise the management component of the degree. Students can choose between doing a generic or a specialised degree. They can now choose between three specialisations: administration and leadership; health informatics and analytics, policy and evaluation. In addition, there is now a summer entry option to the program, and many units are now also available externally.

A Summer School in Health Economics and Finance will start at the end of November. The Summer School includes 3 full-day workshops on different topics related to health economics and finance. Participants (who don’t need to be current Murdoch students or staff) can choose to participate in stand-alone workshops or in the whole three days. If they wish to have credits toward relevant PG qualifications, then they will need to complete assessments and do oral presentations on a 4th day.

More information is available through the following link: DropboxLink

Library news: Free to Share

Free to Share is a new initiative that the University Library has established to assist our customers locate open access resources more comprehensively and effectively. The Library realises that these resources are increasingly in demand, particularly with Murdoch’s move towards blending learning modes of study. A new portal to this content has been created on the Library’s website and information pages have been added to explain the copyright implications of using and sharing these resources. Our aim is to improve the visibility of these resources and provide clarity around their conditions of use.
What is happening?

Filming for Aid: Experiences of Kizito Gamba, documentary film maker from Kenya

**Date:** Wednesday, 2nd of November  
**Time:** 12.30 - 13:30  
**Venue:** Murdoch University Senate Room  
**RSVP:** T.Stivey@murdoch.edu.au

**Speaker Bio**  
My name is Kizito Gamba, born and bred in Nairobi, Kenya. In 2008 I joined high school, where I engaged in journalism club, writing news articles to be presented at the school assembly. At the end of 2009 I was elected as the chief editor and the chairperson of journalism club until I completed my high school education. In 2010 I was among the group that was selected to represent my school in a two-week exchange program in Sweden, where I was exposed to and trained in camera work and its use in story telling.

After high school, I completed six months training at K-Youth Media, a project co-funded by Be Kids Australia Inc, I did different projects in and around Korogocho, including recording the demonstration after the homicide of a prominent community leader, which resulted in my detention at the police camp. In the same year I worked on a peace project that was screened in Nairobi, to advocate for peace during and after general election.

With a scholarship from Be Kids Australia Inc, I was able to further my tertiary education at Jamuhuri Film and Television, currently known as Africa Digital Media institute for a diploma in film and television. I have been involved in major projects including Safaricom Jazz and Aljazeera Television doing documentary photography.

In 2013 – 2014 as part of my “Giving Back Project” for the Be Kids scholarship, I took charge of teaching remedial classes at Ngunyumu Primary School in Korogocho and also as a mentor in leadership project with ILead group. My involvement in community projects earned me recognition at the United Nations, which recently awarded me as one of the Young Emerging Community Leader in Kenya. I also obtained my first film trophy from MOFILM as one of the best young filmmakers in Kenya.

In future, I see myself as a skilled cinematographer/producer telling my stories to a global audience. Inspired by my community, my dream and ambition is to work with communities in Nairobi to promote social change through camera and other forms of story telling.
Lunchtime Seminar - Professor Motohiro Kurokawa - Creative Industry Development, Its concept, and product localizing issues

**Date:** Thursday, 3rd of November  
**Time:** 12:30-13:30  
**Venue:** MBS boardroom  
**RSVP:** T.Stivey@murdoch.edu.au by the 2nd of November

**Abstract:**
It is increasingly popular to promote "Creative Industry" among Asian nations. This is especially applicable among middle-income countries like Thailand, which is expected to address current concerns around labor shortage, middle-income trap, and economic integration namely AEC.

In this study, we reconfirm characteristics of creative industry in line with economic theory (Capital Equipment and Productivity). Controversy is set aside for the moment, as we attempt to characterize creative industry development as a development strategy.

It should also be emphasized that developed countries are raising their interests in developing and exporting creative industry for economic expansion. To explore their products, those should be modified through the process of “Localization” to cope with specialized market demand based on consumer’s preference. Firms are trying to localize their products and services according to survey results, cultural and historical backgrounds, or income level. While a study suggests a useful method for products localization there is no concrete model universally accepted by the private sector.

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**Staff wellness workshops**
- Due to popular demand we are repeating staff wellness Acupuncture guided Meditation Courses - see below for November dates - great to keep afloat and focused as we head towards the years end.
- Murdoch University Health (Medical) is offering acupuncture guided meditation workshops for staff wellness, run by one of our doctors Dr Su Lin Wan. (See [Flyer](#))
- The four-week workshop will train you in qigong meditation techniques with the guidance of acupuncture (max 8 participants per course).

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<th>Workshop Dates and Times</th>
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<tr>
<td><strong>Mondays 1100-1200</strong></td>
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<tr>
<td>ECL2.031 Post Grad Suite</td>
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<td>2nd Floor</td>
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<td>7th November</td>
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| Mondays 1230-1330        |
| ECL2.031 Post Grad Suite |
| 2nd Floor                |
| 7th November             |
| 14th November            |
| 21st November            |
| 28th November            |

**Costs**
- Part funded by Medicare with a gap fee of $30 per class, attendance is require for all four classes, deposit for attendance $30x 4 ( $120)

*For enrolments and bookings please contact Murdoch Uni Health: Medical ext. 2293 or medicaleservice@murdoch.edu.au enrolment forms [here](#).*
“Small but Smart Steps toward Success”

We would like to invite Under 35 staff and students to the next “Young Professionals” (YP) event, on the 10th of November at Murdoch University (South St campus), from 5pm to 7.30pm. This is a wonderful opportunity to meet young professionals from diverse background; learn from their experiences; share your aspirations; ask questions and seek advice on how to achieve your own goals.

The Guest Speakers

Jeremy Chetty, Co-Founder of Student Edge

Student Edge, a free student services website, has over 800,000 members, over 100 educational institutions and a growing list of sponsors and advertisers. Jeremy currently oversees strategic partnerships and is an executive director on the board. Passionate about young people and entrepreneurship, Jeremy is keen to see more startups come out of the student space. He believes that innovation and entrepreneurship starts at a young age and with the right tools, mentoring and network, that all young people can have the opportunity to be entrepreneurs.

Fiona Lawrie, Sustainability Manager with Wesfarmers (WA)

Fiona has experience managing environmental and social issues across supply chains. She previously worked on several water projects in China, held commercial roles with ANZ, and worked as Executive Director of the Australia-China Youth Dialogue. In 2013 Fiona was recognised by the World Economic Forum as a Global Shaper and has spoken at several World Economic Forum meetings on the topic of sustainability. In 2016 Fiona also participated in the US State Department’s International Visitors Leadership Program.

About “Young Professionals”

“Young Professionals”, an initiative being run in conjunction between Melville Cockburn Chamber of Commerce and Murdoch University, aims at bringing together Under 35 Business owners, managers, leaders, universities’ students and the local community. It provides them with the opportunity to network with their peers, exchange ideas and help each other’s reaching personal and professional goals.

Event’s details

Date: Thursday 10th November 2016

Time: 5pm – 7:30pm

(refreshment and networking included)

Venue: Club Murdoch, Murdoch University, 90 South Street

RSVP: SBG@murdoch.edu.au
World Renewable Energy Congress XVI

Murdoch University, 5 – 9 February, 2017

About the conference
The conference will be held at Murdoch University, Perth, Western Australia. When you come to Perth in February 2017 you will be able to visit a city in transition to renewable energy with many great new initiatives in solar power, wave energy and wind farms as well as leading edge technology for biomass conversion and bioenergy systems. You will meet the policy leaders, great thinkers and successful scientists and project developers to share your ideas with.

The conference will offer all delegates a field visit to choose from. Each stream will include visit to one or more sites related to that stream and guided by experts at the facility. This gives the participants a unique opportunity to experience the practice of technologies in Western Australia free of charge. The conference will host a public meeting with speakers from various regions. As a public event this will give delegates the opportunity to interact with the locals with similar interests in the field.

The event offers several networking and social functions. A welcome reception the first day will enable participants to meet other delegates. The included conference dinner and entertainment will be open to all participants.

Important Dates  •  Abstracts due: 1 July 2016
•  Acceptance of abstract: 15 July 2016
•  Web hot registration: until 1 Aug 2016
•  Earlybird registration: until 1 Oct 2016
•  Author registration: 1 Oct 2016
•  Standard registration: until 1 Jan 2017
•  Final registration: after 2 Jan 2017
•  Submission of full papers: by 15 Jan 2017 Further conference information can be found at: http://www.wrec2017.com

If there is anything that you like to share in the newsletter, please send an email to Marcela (m.moraes@murdoch.edu.au)