Curtin Business School recognises that strong engagement between industry and academia underpins positive change at local and global levels.

Academics within Curtin Business School conduct national and global research in a diverse range of areas including social policy, consumer behaviour, housing, agriculture, marketing, tourism, and finance.

Their research provides businesses large and small with insight and solutions to respond to changing social, political, and economic landscapes. There are opportunities for increased collaboration and we encourage you to connect your business with Curtin. This directory provides a sample of our researchers who are actively engaging in research with industry and their current projects.

WORKING WITH INDUSTRY

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CONTACT US
If you are interested in using Curtin research for your business, or want further information on our researchers and projects, please contact us:
Tel: +61 8 9266 4787
Email: cbs-research@curtin.edu.au

CULTURE

DEVELOPING COUNTRIES

Dr Sharmin Tania
Dr Tania’s research focuses on diverse areas of international law, with a special emphasis on contemporary global issues. These include international trade law, investment law, human rights law, and environmental law.

Current projects:
• International trade law and least developed countries
• International refugee law: children in offshore detention centres
• The impact of biofuel projects on the right to food in developing countries

Associate Professor Grantley Taylor
Associate Professor Taylor’s research prioritises the application of accounting to the extractive industry, and also focuses on taxation, corporate governance, financial instruments, capital markets, and corporate social responsibility.

Current projects:
• Corporate tax avoidance in developing countries such as China and developed countries such as Australia and the US
• Corporate governance research in emerging markets, including family membership and government ownership
• Financial markets: choice of capital structure and investment efficiency

MULTICULTURALISM

Professor Piyush Sharma
Professor Sharma has 30 years’ experience in industry and academia. His research is driven by an interest in how intricate sociocultural behaviours and environments influence larger marketing practices. His research fields include services and international marketing, cross-cultural consumer behaviour, counterfeit purchase behaviour, self-regulation and regulatory failure, branding and marketing strategy, the marketing–finance interface, and organisational transformation and leadership.

Current projects:
• Wellbeing and performance of Indigenous employees
• Intercultural service encounters
• Pay-what-you-want pricing
• Employee diversity, wellbeing and performance

Dr Amy Tian
Dr Tian’s research focuses on human research management, particularly multilevel strategic human resource management together with knowledge management, and multiculturalism at work.

The theme unifying these interests is the importance of strategic human resource management in enabling and promoting positive employee work-related outcomes and organisational performance. Dr Tian has a strong background in human resource management, and before entering the academic field, she worked as human resources manager for a multinational retail organisation in China.

Current projects:
• Effectiveness of multinational teams: bridging cultural gaps and improving multinational collaboration
• Effectiveness of human resource management systems on work-related outcomes such as knowledge sharing
• Leadership styles and employee work-related outcomes

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INFORMATION SYSTEMS AND TECHNOLOGY

INNOVATION AND ENTREPRENEURSHIP

Dr Nik Thompson
Information security is a primary focus in government as well as industry due to the increased dependence on technology for their success. Technical countermeasures are often well understood, however, a successful strategy also requires consideration of human factors, termed behavioural information security. Dr Thompson is interested in elements of human factors, risk perception, trust and social influences, and how they impact information security.

Current projects:
- Modelling information security risk behaviours in home computer and mobile device contexts
- Cultural aspects of human-computer interaction
- Organisational perspectives and confidential data handling practices in Industry

LOGISTICS AND SUPPLY CHAIN MANAGEMENT

INFORMATION SECURITY

Dr Torsten Reiners
Dr Reiners is interested in industry-related research with a focus on logistics and supply chain management topics. His research expertise is in quantitative methods, including the development of optimisation and simulation solutions for data-driven scenarios. He has applied his research in maritime container ports, fleet management, and process design with various international companies.

Current projects:
- Development and application of optimisation algorithms and simulations in industry-related scenarios
- Event studies to analyse the impact of events on firms: how is a recall affecting the return on the stock market?
- Augmented and mixed-reality simulations for health and safety training

KONWLEDGE MANAGEMENT

Associate Professor John Venable
Associate Professor Venable has conducted research in both technical and organisational areas of information systems and technology, including systems development methods, ontologies and data modelling, adoption and diffusion of technology, organisational issues in information systems, problem analysis and solving methods, knowledge management, collaborative technologies, digital libraries, and research methods.

Current projects:
- Knowledge identification practices and knowledge management effectiveness
- Organisational culture, organisational readiness for change, and technology adoption
- Ontological representation, storage, and search of design science knowledge

FUTURE DIRECT INVESTMENT AND MULTINATIONAL ENTERPRISES

Dr Jizhong (Forest) Li
Dr Li’s research focuses on the international management of multinational enterprises (MNEs) into and from China, and the impact of FDI on host-country firms, society, and environments.

Current projects:
- Effect of global mindset of senior managers and foreign investment strategies
- Is inward FDI in Australia a threat or opportunity? The effect of competitive advantages of foreign MNEs on local Australian firms
- Two-way knowledge learning and transfer in Sino-foreign joint ventures in China

Professor Fuming Jiang
Professor Jiang is internationally renowned for his empirical research studies on Chinese outward FDI (MNEs) into and from China, and the impact of FDI on host-country firms, society, and environments.

Current projects:
- Effect of global mindset of senior managers and foreign investment strategies
- Is inward FDI in Australia a threat or opportunity? The effect of competitive advantages of foreign MNEs on local Australian firms
- Augmented and mixed-reality simulations for health and safety training

Dr Rebecca (Rebecca) Li
Dr Li’s research focuses on the international management of multinational enterprises (MNEs) from China. He investigates the impacts of institution, social exchange, and managerial cognition on the management and performance of Chinese MNEs.

Current projects:
- Psychotic distance, global mindset, and the quality of headquarters-subsidiary relationships
- Managing foreign subsidiaries: justice, establish mode, and identity
- Managerial and organisational exchanges and the quality of headquarters-subsidiary relationship

Professor Jeremy Galbreath
His main areas of research interest and expertise lie at the intersections of corporate governance, start-ups, including business development and corporate and business unit strategic planning. He has extensive experience working in Fortune 50 and entrepreneurial start-ups, including business development and corporate and business unit strategic planning.

Current projects:
- Collaborative business models, particularly in relation to a small wine companies
- Environmental sustainability and eco-innovation
- How wine industry firms are addressing and coping with climatic changes through the use of innovative processes and technologies

ASSOCIATE PROFESSOR JEREMY GALBREATH

ASSOCIATE PROFESSOR MIKE MACDONALD

Among	the	current	research	interests	are:	
- Consumer preferences towards environmentally friendly foods and the use of technology in food labelling
- Social networks for small companies and entrepreneurs
- Market orientation in micro firms

Dr Nik Thompson
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Current projects:
- Modelling information security risk behaviours in home computer and mobile device contexts
- Cultural aspects of human-computer interaction
- Organisational perspectives and confidential data handling practices in Industry

Knowledge management includes entrepreneurship, innovation, and the introduction of new products and technologies to the market. This latter research includes a focus on new product development, commercialisation, and company collaboration.

Current projects:
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- Social networks for small companies and entrepreneurs
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KNOWLEDGE MANAGEMENT

The research of Associate Professor Fan has a strong global focus and includes international business and strategic management, multinational enterprises from developing economies, configurational theory, international human resource management, and Chinese business management.

Current projects:
- Multinational enterprises from developing economies
- Human environment in international business
- Innovation studies in management

Professor Fuming Jiang
Professor Jiang's research focuses on the theoretical and practical insights of various aspects of strategic decision making and implementation of foreign direct investment (FDI) and multinational enterprises (MNEs) into and from China, and the impact of FDI on host-country firms, society, and environments.

Professor Jiang is internationally renowned for his empirical research studies on Chinese outward FDI and Chinese MNEs.

Current projects:
- Effect of global mindset of senior managers and foreign investment strategies
- Is inward FDI in Australia a threat or opportunity? The effect of competitive advantages of foreign MNEs on local Australian firms
- Two-way knowledge learning and transfer in Sino-foreign joint ventures in China

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FUTURE DIRECT INVESTMENT AND MULTINATIONAL ENTERPRISES
MARKETING

LUXURY BRANDING
Dr Isaac Cheah
Dr Cheah works closely with Professor Ian Phau on multiple marketing research projects. He has a strong background in consumer behaviour research and advertising, and has extensive experience in the retail sector and advertising industry.

Current projects: (in collaboration with Professor Ian Phau)
• Safeguarding WA produce through the development of fruit quality index
• A review of the Healthway sponsorship model
• The effects of nostalgia and luxury on emotions, cognition, attitudes, and purchase intentions of premium Australian food brands: Simmo’s Ice Cream

Professor Ian Phau
The Western world is experiencing a period of hyper consumption and production – one where companies have to find new and smarter ways to compete and sell their products. Professor Phau is providing unique insight into how consumers respond to advertising and engage with material goods. He specialises in consumer behaviour, brand management, and marketing theory and research, with a focus on country image, brand personality, consumer animosity, consumer ethnocentrism, and nostalgic appeals in communication.

SOCIAL MEDIA/NETWORKS
Dr Vidyasagar Potdar
In today’s digital age, it is important for businesses to understand how to effectively utilise online information systems and platforms to engage consumers and stakeholders.

Dr Potdar has conducted extensive research in this area, and is also interested in construction informatics, information quality, cyber physical systems and cyber security.

Current projects:
• Online customer engagement: understanding how customers engage with brands on social platforms including Facebook
• Automated construction material selection for sustainable construction
• Reverse logistics and closed loop supply chain

POLICY

CORPORATE GOVERNANCE
Dr Mostafa Hasan
Dr Hasan’s research interests include corporate finance, corporate governance, corporate sustainability, and corporate disclosure. His current projects examine how corporations specifically communicate with investors, as well as the ways in which social capital shapes investment and financing decisions of corporations.

Current projects:
• Financial implications of social capital, in particular its effects on investment and firm financing and dividends decisions of firms
• Determinants and financial implications of readability and tone of corporate narrative disclosures

Dr Nigar Sultana
Dr Sultana’s research focuses on the psychosocial mechanisms of corporations, including gender diversity, the role of CEOs in firm financial and investment decision-making, corporate governance, external auditing, and corporate social responsibilities.

Current projects:
• Chief Executive Officer power, ability, and capital market reaction
• Board gender diversity and audit quality
• CEO characteristics and firm investment strategy

POLICY DEVELOPMENT AND EVALUATION
Professor Alan Duncan
As Director of Bankwest Curtin Economics Centre, Professor Duncan’s research interests and expertise cover a broad range of topics that have far-reaching local and national significance. These topics include economic and social policy evaluation, welfare policy evaluation, employment incentives, population dynamics, labour market and welfare program participation, and poverty and inequality.

Current projects:
• Development and use of the evaluation model for incomes and taxes in Australia (EVITA) model
• Inquiring into pathways to housing tax reform
• Understanding and preventing workforce vulnerabilities in midlife and beyond

Dr Helen Hodgson
Dr Hodgson has a particular interest in tax policy. Her current projects focus on the tax-transfer system, superannuation, and the gender impacts of the tax-transfer system.

Current projects:
• Superannuation policy reforms through gender lens
• Gender analysis of the tax system

STRATEGY
Professor Fran Ackermann
Professor Ackermann’s research interests lie in two areas. The first is in complex project management with a particular focus on systemic risk to help project managers identify and mitigate risks, and therefore reduce the possibility of project cost overruns. Her second interest is in strategy development, concentrating on the role of negotiation, analysis and strategy making in solving complex multi-stakeholder problems.

Current projects:
• Exploring the world of decision analysis in the defence environment
• Enabling effective strategy making in mental health
• Building systemic risk networks

Dr Minhuei Yang
Dr Yang examines the micro foundations of strategic decisions and the macro performance consequences of firms. These strategic decisions include organisational goal-setting, organisational control systems, innovation decisions, reflection interventions, and organisational learning. The performance consequences cover a wide range of topics such as organisational performance, unethical behavior, and managerial responses.

Current projects:
• Multiple goals, goal difficulty, and resource allocation decisions in innovation projects
• Stretch goals and the distribution of organisational performance
• System dynamics to investigate how belief systems influence the process of organisational change
EDUCATION

Professor John Phillimore
Professor Phillimore has 30 years’ experience working in universities and as a senior adviser to government ministers in Western Australia. His research focuses on contemporary public policy issues including federalism, higher education policy, public sector management, innovation, science and technology policy, and the Australian welfare state.

Current projects:
- Impact of birth date on ADHD
- Western Australia’s international education sector
- Working across sector boundaries for public purposes

Professor Glenn Scully
Professor Scully’s research interests include auditing, ethics, governance, and accounting education. Specifically, her research focuses on behavioral decision-making in auditing, ethics and teaching and learning issues relating to work-life, as well as financial disclosure in developing economies, corporate social responsibility reporting, and the not-for-profit sector.

Current projects:
- Accounting firms offshoring their work
- Audit quality: the effect of time pressure on ethical decision-making

Professor Sue Trinidad
Professor Trinidad is an established scholar and researcher in higher education. Her research focuses on higher education pedagogy and change management. She explores the use of technology and student learning, particularly in regional, rural and remote areas, and providing equitable access to all students regardless of their geographical location.

Current projects:
- Widening participation: Queensland
- Fellows program
- Non-transitioning high ATAR students

Health

Professor Mark Harris
Health economists often use empirical models based on large-scale survey data to inform policy makers. However, in the case of sensitive topics, a potential for survey misreporting may lead to inaccurate estimates of aberrant behaviours.

Professor Harris has undertaken a significant amount of research in the area of health economics that estimates of aberrant behaviours. However, in the case of sensitive topics, a potential for survey misreporting may lead to inaccurate estimates of aberrant behaviours.

Current projects:
- Misreporting drug use behaviours
- Drug use and going cold turkey

GENDER

Professor Siobhan Austen
Austen’s research focuses on the economic analysis of the gendered aspects of key social and economic policy debates around population ageing, retirement incomes, and labour force participation.

Current projects:
- The effects of parenthood on men’s and women’s participation in paid work
- Inside the black box: intra-household resource allocations of older couples (in collaboration with Dr Astghik Mavisakalyan)

Dr Astghik Mavisakalyan
Dr Mavisakalyan’s research interests lie in the areas of economics of education, labour economics, and political economy. She is particularly interested in how social and cultural identities affect local and global economies.

Current projects:
- Missing girls: understanding the causes and consequences of high sex ratios
- Labour market discrimination based on gender, race, and physical appearance
- Language and economics: language as a form of human capital and linguistic relativity
- Inside the black box: intra-household resource allocations of older couples (in collaboration with Siobhan Austen)

HOUSING

Professor Robert Durand
Economic booms and crises have long been regarded by researchers as natural occurrences of financial markets. However, events such as the 2008 Global Financial Crisis have highlighted that behavioural and socio-economic factors play a powerful role in market outcomes.

Professor Durand’s research focuses on psychology in financial markets or ‘behavioural finance’. He is particularly interested in the intersection between financial markets and investor psychology.

Current projects:
- Modelling behaviour of Sydney house and apartment prices using behavioural concepts
- Modelling the behaviour of financial analysts
- Modelling the prolonged bare market in Japan and the ‘Two Lost Decades’ (in collaboration with Lee Smales, Joyce Khoo and Joyce Khoo)

Professor Rachel Ong
With much debate existing in media and political spheres about Australia’s housing affordability, there is a need for research that provides stakeholders with clear and accurate insight and predictions.

Professor Ong’s research addresses a range of critical housing policy issues, including housing affordability dynamics, housing pathways in the new millennium, intergenerational housing concerns, and links between housing and the economy.

Ong is also interested in population ageing, intergenerational equity, and mature-age employment participation.

Current projects:
- Housing policies, labour force participation and economic growth
- Pathways to housing tax reform
- Housing markets and intergenerational perspectives

Associate Professor Steven Rowley
Associate Professor Rowley has delivered policy relevant research in the area of housing in both the United Kingdom and Australia. His research focus is on housing affordability, affordable housing, housing demand and aspirations, housing supply, and the community housing sector. He is director of the Australian Housing and Urban Research Institute’s Curtin Research Centre.

Current projects:
- The housing aspirations of Australian households
- Modelling housing need in Australia
- Housing affordability in Western Australia
**TAXATION**

Professor Dale Pinto
Professor Pinto’s research interests are in taxation law, particularly international tax policy, superannuation, and not-for-profit organisations.
Current projects:
- Base erosion and profit shifting

**SUSTAINABILITY**

Associate Professor Haywantee Ramkissoon
Associate Professor Ramkissoon’s research thoroughly examines the tourism industry, with a particular emphasis on the impacts of tourism, tourism marketing, tourist behaviour, and visitor experience. Ramkissoon is also interested in researching sustainable tourism initiatives, as well as examining societal innovation and behavioural change in relation to the tourism industry.
Current projects:
- Innovation and sustainability in tourism
- Place attachment, pro-environmental behaviour and place satisfaction
- Advancement of quality-of-life research in tourism

Associate Professor Fay Rola-Rubzen
Associate Professor Rola-Rubzen is an agricultural economist and socio-economist with more than 25 years’ experience in international development in various countries in the Asia-Pacific region. Her research interests include development economics, agricultural economics, and agricultural and rural development and policy analysis. In particular, Rola-Rubzen is interested in researching the ways in which agricultural practices in developing countries can be made more sustainable and productive, in order to enhance the food security and livelihoods of communities.
Current projects:
- Using information and communications technology to enhance adoption of new agricultural technologies and innovations in the Eastern Gangetic Plains
- Sustainable and resilient farming systems intensification in the Eastern Gangetic Plains in India, Bangladesh and Nepal

**TOURISM**

Associate Professor Christof Pforr
Associate Professor Pforr’s past and current research spans across tourism management, geography, political science, and history. In essence, his activities concentrate on the interconnected research areas of sustainability, tourism public policy, destination governance, and health tourism.
Current projects:
- The impact of Airbnb on the WA tourism sector (in collaboration with Dr Volgger)
- Wellness tourism destination competitiveness
- Interplay between medical tourism and health policy: the cases of Italy, Germany, Poland, and Australia

Dr Michael Volgger
Dr Volgger’s expertise is in tourism destination governance and location management, product development and innovation in tourism, inter-organisational cooperation, and qualitative research. He has a strong track record of industry and government commissioned research in Australia and Europe.
Current projects:
- Product development for Asian visitors in Australia’s southwest region
- The impact of Airbnb on WA’s tourism sector (in collaboration with Professor Pforr)
- Tourism and architecture: the governance of the architectural development of a region