



Curtin University

BUSINESS AND LAW

# SPOTLIGHT ON RESEARCH

OUR RESEARCH STRENGTHS

Make tomorrow better.



[business.curtin.edu.au/our-research](https://business.curtin.edu.au/our-research)

## FIND SOLUTIONS THROUGH RESEARCH

The Faculty of Business and Law recognises that strong engagement between industry and universities underpins positive change at local and global levels.

Our academics conduct applied research in a range of areas including economics, housing, luxury branding, policy, supply chain management, tourism and workforce development.

They also conduct fundamental research in business data analytics, econometrics, finance, information systems, taxation and international business.

Their research can provide your business with insights and solutions to respond to changing social, political and economic landscapes.

### INSTITUTES AND CENTRES

- Australian Housing and Urban Research Institute (AHURI)
- Bankwest Curtin Economics Centre (BCEC)
- Centre for Research in Applied Economics (CRAE)
- Curtin University Oil and Gas Innovation Centre (CUOGIC)
- Future of Work Institute (FOWI) (including the Centre for Transformative Work Design)
- John Curtin Institute of Public Policy (JCIPP)
- National Centre for Student Equity in Higher Education (NCSEHE)

### CLUSTERS

- Health Economics Cluster
- Luxury Branding Research Cluster (LBRC)
- Tourism Research Cluster (TRC)
- Women in Social and Economic Research Cluster (WiSER)



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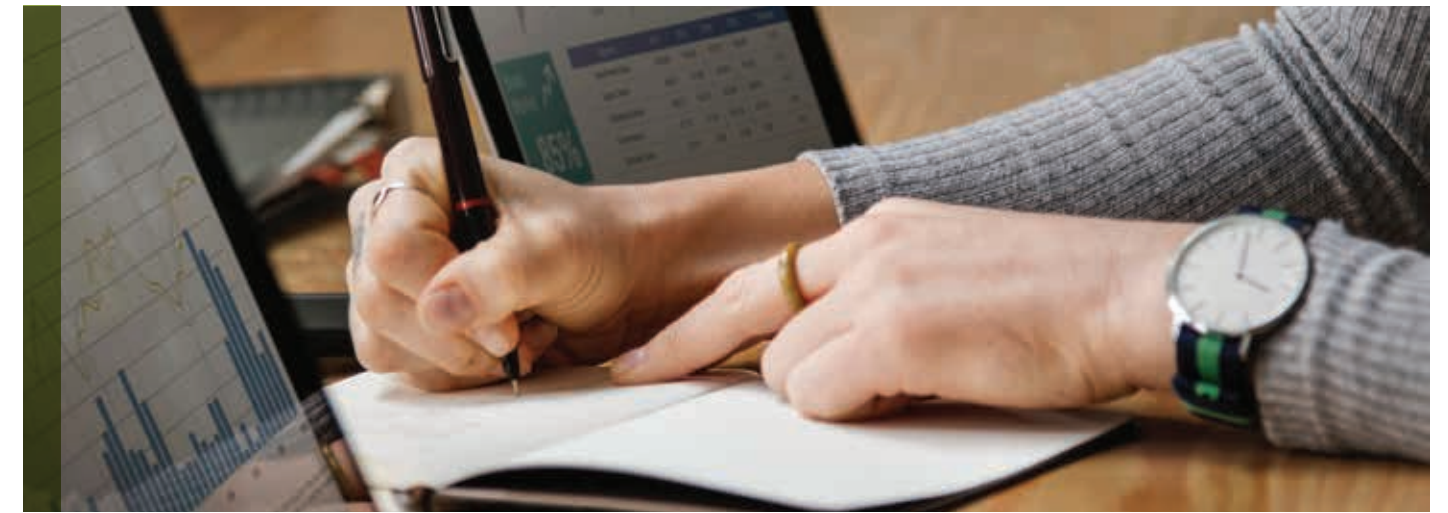
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### CONTACT US

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## ACCOUNTING AND CORPORATE GOVERNANCE

Our research on corporate governance identifies and addresses issues arising from the separation of ownership and control in modern firms. These issues are of particular concern for corporations and boards of directors. Our researchers examine the determinants of good corporate governance practices and study their impact for decision-making and financial performance.

### TONE AT THE TOP

Professor Saurav Dutta engages in high-impact research that has greatly informed industry practices. He has previously investigated the corporate governance flaws that led to financial scandals in Japanese companies Olympus and Toshiba, and corporate governance failures at Fortune 500 US companies including Lehman, AIG and WorldCom. A common trait in all of these instances, he found, was a flawed 'tone at the top', which permeated throughout the organisations and had a detrimental effect.

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## APPLIED LAW, TAXATION AND REGULATION

Research in this field encompasses two broad areas: taxation law and commercial law. Academics work in both legal theory and practice, with their work cutting across legal institutions, and incorporating litigation, adjudication and dispute resolution.

### WOMEN IN THE WORKFORCE

Professor Helen Hodgson's current area of research is the tax transfer system. She also conducts research in superannuation and the gender impacts of the tax transfer system. In 2010 she was a co-author of the *Women's Voices Report* commissioned by the Equality Rights Alliance to examine factors influencing women's workforce participation, including superannuation, tax and transfer issues.

**Professor Helen Hodgson**  
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## COMMUNICATION AND MEDIA EFFECTIVENESS

In this ever-changing environment, corporations, the public sector and non-profit organisations need to understand how best to maximise their communication effectiveness. We conduct research in co-created brand meaning, engagement behaviour in online communities, consumer-to-consumer influence, consumer empowerment, communication authenticity, digital advertising regulation and online information credibility.

### PASSION FOR PR

Dr Katharina Wolf is the Chairperson of the national Public Relations Institute of Australia (PRIA) Education Community Committee and has been an active member of the PRIA West Australian State Council. She is a past president of PRIA WA and a director on the national PRIA board, as well as a former chairperson of PRIA Young Guns. In 2015, Katharina was recognised for her ongoing industry commitment by being inducted into the Institute's College of Fellows. She is a regular judge of the PRIA Golden Target Awards for excellence in communication.

**Dr Katharina Wolf**  
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## CUSTOMER EXPERIENCE

Faced with increasing competition in the marketplace and rapidly changing customer demands and expectations, firms are trying to create and deliver better value for their customers in the form of customer experience. Our academics work closely with private, public and not-for-profit sector organisations to help them solve problems and identify opportunities related to enhancing their customers' experiences.

### EXPERTISE IN EVERY FACET

Dr Russel Kingshott's industry experience includes a number of years with Argyle Diamonds as a diamond valuer and diamond training officer as well as marketing consultant in the retail sector. He has published in a number of journals including the *European Journal of Marketing*, *Journal of Marketing Management*, *Industrial Marketing Management* and the *Journal of Service Marketing*.

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## DEVELOPMENT ECONOMICS

Development research is multidisciplinary. Our researchers identify and investigate key issues and challenges facing developing economies, including social, economic and political development, poverty alleviation, environmental sustainability, disaster risk management, food security and technology.

### THE PULSE OF A MEGACITY

Professor Ruhul Salim, in collaboration with other researchers from Curtin University, Dhaka University and Bangladesh Institute of International Strategic Studies, is working on a multi-disciplinary study that examines the impact of rapid urbanisation and change of urban surface layer on the urban microclimate in Dhaka, Bangladesh – the world's fastest growing megacity.

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## ECONOMIC ANALYSIS, MODELLING AND POLICY

Curtin is home to the Centre for Research in Applied Economics (CRAE), the Women in Social and Economic Research (WiSER) cluster and the Bankwest Curtin Economics Centre (BCEC) – a research partnership between Curtin University and Bankwest. We have extensive and varied research expertise in this diverse field, which includes econometrics and quantitative modelling.

### REDEFINING BEST PRACTICE

The Bankwest Curtin Economics Centre partnered with researchers from the Social Policy Research Centre (University of New South Wales), the Parenting Research Centre and the University of Melbourne to evaluate the outcomes of the NSW Department of Family and Community Services 'Keep Them Safe' child protection program. The project was regarded as redefining best practice in large-scale evaluations and won a major international award from the 2015 Australasian Evaluation Society for International Excellence in Evaluation.

Joanne Peckitt  
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## ENTREPRENEURSHIP, INNOVATION AND STRATEGY

Research in this area seeks to understand how to improve the processes of entrepreneurship and innovation, while exploring the effects of these improvements on business outcomes. Studies investigate the wine industry and other small and medium enterprises, and span leadership in operational to technological domains.

### READY TO INNOVATE

Professor Fran Ackermann and Associate Professor Jeremy Galbreath are working with DuPont to develop an 'organisational readiness to innovate' index. This engagement builds on a well-established collaboration that has included a DuPont CBS Innovation Award and innovation workshops.

Professor Fran Ackermann  
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## FOREIGN DIRECT INVESTMENT AND INTERNATIONAL BUSINESS

We conduct research into foreign direct investment and multinational enterprise into and from emerging countries such as China and India, and the impact of these investments on host-country firms, societies and environments.

### GLOBAL RECOGNITION FOR SINO-AUSTRALIAN RESEARCH

Professor Fuming Jiang has researched and developed foreign direct investment strategies and operational tactics for multinational enterprises operating in China and Australia. In 2014, he was ranked number 1 in the world for research into China's outward foreign investment and Chinese multinational enterprises (Emerald Group).

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## HUMAN CAPITAL AND THE FUTURE OF WORK

Our academics examine a variety of issues in relation to human resource development and management. Topics include expatriate management in emerging markets, international human resource development, global mobility management, global leadership development, global human capital development and talent management.

### A THRIVING INITIATIVE

Associate Professor Karina Jorritsma is leading the Thrive@Work initiative, which aims to give Western Australian organisations the knowledge and tools to design, implement and sustain healthy, high-performing work environments. To date, more than 50 organisations have connected with the initiative, with the Mental Health Commission WA, DFES, DWER, GBF Mining, BGC Contracting, RAC and the Australian Border Force contributing to early development and testing of resources.

Associate Professor Karina Jorritsma  
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## INFORMATION SYSTEMS AND BIG DATA

Having emerged due to rapid technological progress – particularly around the ability to acquire, store and process huge volumes of data – this research program is still a relatively new area with much research in exploratory stages. Key areas include the development of techniques for working with large volumes of information, approaches to the unstructured nature of big data, and the implications of big data for organisations and society.

### DR BLOCKCHAIN

Dr Vidy Potdar is working with a number of industry partners to develop blockchain-based solutions using big data and IoT technologies. One such project involves tracking the supply of minerals from mines and ores, and providing realtime traceability of production and transportation via supply chain visibility. The project will be developed using private consortium blockchain technologies to accommodate several supply chain partners.

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## LOGISTICS AND SUPPLY CHAINS

Logistics and supply chains are an important area of business, and our research in this field aims to develop innovative approaches around the speed and efficiency with which companies source raw materials, produce goods and deliver finished products to market. Increasingly, our research addresses the technical complexities of distribution in the context of the globalisation of markets.

### AN IMMERSIVE EXPERIENCE

Dr Torsten Reiners' research covers logistics and supply chain management in the context of urban transport, mining, construction and agriculture. His interests also include virtual learning environments to enhance the authenticity of health and safety training.

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## LUXURY BRANDING

It is important for luxury brands to ensure that their branding clearly establishes the prestige, exclusivity and excellence in workmanship of their products. Our areas of interest within the area of luxury branding include brand charisma, brand authenticity, consumers' desire for luxury, brand mimicry and counterfeiting, all of which have been endorsed by the industry.

### SHISEIDO DOWN UNDER

Dr Min Teah and Professor Ian Phau collaborated with Shiseido, a Japanese luxury skincare brand, to examine WA consumers' perceptions of the brand. The results of the project were used to develop strategies targeted at aligning Shiseido's brand image with the Australian market and improving sales outcomes. Teah and Janin Hantzen also conducted a social media audit of Shiseido's brand communication through social media platforms. The report was used to inform social media and communication strategies for Shiseido.

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## PROPERTY ECONOMICS

Property economics is a broad term covering the analysis of both residential and commercial property markets. Our research is targeted at influencing policy development and we engage directly with policy makers through our research projects and through the use of broad engagement strategies designed to maximise research impact. Researchers regularly receive funding from organisations such as the Australian Research Council, Australian Housing and Urban Research Institute, state government and the not-for-profit sector, and publish in top quality academic journals.

### DWELLING ON IT

As chair of the Housing Industry Forecasting Group, Associate Professor Steven Rowley works closely with 15 public and private sector organisations to deliver biannual reports forecasting the number of dwelling commencements in Western Australia over a four-year period. The reports are used by housing and planning related industries that require estimates of new building activity to aid their forward planning.

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## TOURISM, HOSPITALITY AND EVENTS

Working both in Australia and internationally, our researchers in this field are contributing towards building a body of knowledge around sustainable development, tourist behaviour and visitor experiences, destination governance, event and hospitality, volunteering, inter-cultural issues in tourism, product development, food and wine tourism, authenticity and wellness tourism.

### UNDERSTANDING THE AIRBNB PHENOMENON

Professor Christof Pforr, Dr Michael Volgger and Kylie Coulson, in collaboration with the Bankwest Curtin Economics Centre, have worked with the state government's Department of the Premier and Cabinet and Tourism Western Australia to better understand the impact of Airbnb on WA's tourism sector. They also developed a policy tool box which highlights options for dealing with the phenomenon.

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