CAB Director awarded ARC Discovery Grant

Centre for Asian Business Director Professor Ying Zhu, along with Professor John Benson, former CAB Interim Director and Head of the UniSA School of Management, and Professor Michael Webber, of the University of Melbourne, were awarded a prestigious Australian Research Council (ARC) Discovery Grant for the amount of $223,240 in the latest round of ARC Research funding.

The research project funded, entitled ‘The reality of China’s Socialist Market Economy: The emergence of labour segmentation and inequality’, marks the first ARC Grant to be won by researchers of the Centre for Asian Business.


The 2010 book is the product of work completed as part of an ARC Discovery Grant awarded to the team for the 2003–05 period, and offers a detailed study of economic reform, management, and the rural and urban workforce in China.

The Professors’ current ARC Discovery Grant project is intended to develop their previous studies of labour segmentation and inequality in China in a more comprehensive manner.
Major activities conducted throughout 2011 to further the aims of the Centre included:

**Research**
- In June, Professor Zhu and Professor John Benson launched their Routledge-published book ‘The Dynamics of Asian Labour Markets’ at the City West campus Library.
- In September, Professor Zhu and 2 CAB Affiliates, Dr. Hussain Rammal and Dr. Tatiana Zalan, were awarded a BUE Division Research grant of $8500 for their project concerning Chinese and ASEAN Economic Integration.
- In November, Professor Zhu, along with Professor John Benson, was awarded an ARC Discovery Grant of $223,240 for their research project ‘The reality of China’s socialist market economy: the emergence of labour segmentation and inequality’.
- As of December 2010, the CAB had provided seed funding to twenty research projects across the Division, involving twenty-six researchers. These projects were continued through 2011, and six new projects were provided seed funding of approximately $5000 each.
- The CAB added two new Research Streams to its concentrations – ‘Employment Relations, Human Resource Management and Labour Markets’, and ‘Sustainability’ – bringing the total research streams to eight.

**Profile & Networks**
- The Centre was officially launched to an audience government leaders, local businesspeople and academics on 12 May 2011, in the Bradley Forum.
- The Centre co-hosted a two-day symposium in Adelaide with the Asian Development Bank Institute (ADBI) on 8-9 July 2011, entitled ‘Growth and Integration in Asia: Monetary, Financial and Trade Issues and Challenges’. Keynote speakers included 1996 Nobel Laureate Professor Sir James Mirrlees, and Dr. Guy Debelle, Assistant Governor (Financial Markets) of the Reserve Bank of Australia.
- CAB hosted nine high-profile academic visitors, including Professor Liu Yingqiu, President of the Graduate School of the Chinese Academy of Social Sciences (CASS), and Professor Keith Hancock, former Deputy President and Senior Deputy President of the Australian Industrial Relations Commission.
- The CAB continued initiating connections with the Adelaide-based Business Councils, sponsoring the Australia Indonesia Business Council’s (AIBC) Business Forum on 8 April 2011, which included addresses by H.E. Primo Alui Joelianto, Ambassador to Australia and Hon. Tom Koutsantonis MP. CAB has additionally entered into discussions with the Australia-China Business Council (ACBC) SA branch concerning the formation of a Industry Advisory group.

**Staffing**
- In October 2010 a second recruitment campaign was initiated to secure a Centre for Asian Business Director. Professor Ying Zhu, of Melbourne University, accepted the position in late 2010, and took up this position on 01 February 2011.
- From 01 July 2011 CAB appointed a Centre Deputy Director, and Dr. Tony Cavoli, of the School of Commerce, accepted the position.
- In September 2011, in conjunction with the IGSB, CAB secured funding for the employment of two full-time Research Fellows.
- In mid-January 2012 the CAB will welcome its new Centre Administrator, Ms. Vanessa Wood. Vanessa will be replacing the Centre’s foundation administrator, Ms. Erin Leggat, who will be leaving to assume a position with the Department of Foreign Affairs in Canberra.
Prior to his appointment with CAB, Robert van der Veen was a postdoctoral fellow and part-time visiting lecturer in the School of Hotel and Tourism Management, Hong Kong Polytechnic University. Robert was educated at the NHTV University of Applied Science, the Netherlands, majoring in tourism management. He has a bilingual Masters degree in tourism management from Bournemouth University, UK, and Bachelor degree from the Heilbronn University, Germany. He received his Ph.D. in tourism marketing from the Hong Kong Polytechnic University in 2009. Robert’s research interests include destination marketing, endorsement strategies, consumer behaviour, China outbound tourism, structural equation modelling, citation analysis, customer satisfaction and loyalty. He has published in top-tier tourism and hospitality journals including Annals of Tourism Research, the International Journal of Tourism Research, Journal of Travel and Tourism Marketing, and the International Journal of Contemporary Hospitality Management.

Over the years, Robert has developed a keen interest in the multidisciplinary foundations of tourism. In pursuit of creativity, originality and interdisciplinary research, he is eager to explore the notion of sustainability and its relationship to contemporary tourism in developing regions.

Deepak Sardana is an academic, entrepreneur, and business consultant. He is the co-founder and Managing Director of A.D. Craft Desires Pvt. Ltd, and a former academic member of the Australian School of Business (ASB) at the University of New South Wales. Whilst as ASB, Deepak aided in the restructuring of their Executive-level MBA, and received an ARC grant.

Deepak has undertaken research and consultancy in the fields of policy, entrepreneurship and strategy formation. He has presented papers at prestigious international conferences including the Academy of Management Conference, Schumpeter Conference, European Academy of Management Conference, and Babson College Entrepreneurship Research Conference. Deepak has also published in international journals such as the Journal of Small Business Management, and Science, Technology & Society.

Deepak has a doctorate in Business Administration from the Australian National University, as well as an MBA and a Master of Philosophy (Science Policy).
CAB News

CAB’s Foundation Advisory Board

In October 2011 the new Centre for Asian Business Advisory Board held its inaugural meeting. The Board is designed to develop CAB’s relationships with national and international industry, and increase the effectiveness of the Centre’s research outputs by developing avenues for its practical application in business and industry.

CAB Advisory Board members have been drawn from a range of major industries including education, mining and tourism, from across Australia. CAB intends to work with its Advisory Board members to develop productive, practical research-focussed relationships with Australian and Asian businesses and industrial bodies.

ANZIBA Conference 2012

On 12-14 April, the Centre for Asian Business and UniSA International Graduate School of Business will host the 2012 Conference of the Australia and New Zealand International Business Academy (ANZIBA) in Adelaide.

2012’s conference theme will be ‘Fusion or Fracturing? Implications for International Business’, and will feature eleven conference tracks, as well as a specialised one-day Research Students’ Colloquium. Conference tracks include Global Economics, Finance, Accounting and Taxation, International Entrepreneurship, Cross-Cultural Operations and Logistics, and Teaching International Business, as well as a specialised Centre for Asian Business Mandarin-language track.

The conference’s Keynote Addresses will be delivered by Professor Shige Makino, Professor of Management and Chairman of the Department of Management at the Chinese University of Hong Kong, and Professor Sid Gray, Professor of International Business and Co-Director of the Innovation and Entrepreneurship Research Group at the University of Sydney.

The Centre for Asian Business would encourage all those interested to attend, and take advantage of the 2012 Conference’s Adelaide location.

For additional information please see the ANZIBA 2012 Conference website: http://www.unisa.edu.au/asianbusiness/anziba/