What is the CAB

The University of South Australia’s, Centre for Asian Business is a community of leading academics in the fields of International Business, Commerce, Law, Management and Marketing dedicated to producing high-quality Asian business research, and broadening the Australian understanding of the Asian business environment.

Research teams and members are drawn from all five schools within UniSA’s Division of Business, providing CAB with the cross-disciplinary approach and diverse research expertise that form a major strength of the Centre, and ensures its relevance and importance to both regional academia and industry.

CAB seeks, through its research and academic events, to not only make an important contribution to Australia’s understanding of the nature of Asian business, but encourage valuable collaborative partnerships between regional business and academic institutions. Additionally, CAB strives to support the regional economy by assisting businesses, particularly Australian companies, in their Asian ventures through the provision of high-quality, in-depth research, and the facilitation of a range of networking and informational events designed to encourage greater business collaboration within the region.

CAB specialises in the eight core research themes of:

> International Trade, Finance and Investment
> Foreign Direct Investment and Multinational Enterprises
> Globalisation and Asian Capitalism
> Cross Cultural Management
> International Marketing and Management
> International Accounting Regulation, Valuation and Assurance
> Innovation and Sustainability
CAB Appoints a New Chair

Jane Yuile joined the Advisory Board of the Centre for Asian Business at the beginning of 2012. She is the ANZ Chairman for South Australia and is a non-executive director on numerous boards including Work Cover (SA), the Environmental Protection Authority, South Australian Film Corporation, Built Environs, and Scotch College and she is also a member of the Contemporary Collectors Committee of the Art Gallery of South Australia. Born and raised in Montreal Canada, Jane commenced her career as a Chartered Accountant working as a senior audit manager for major Accounting firms in San Francisco, London and Melbourne. Following which she was the Finance Director of a Melbourne based publicly listed technology company for 10 years before relocating to Adelaide.

Jane has a Master of Business Administration and Bachelor of Science and is a Fellow of the Institute of Chartered Accountants in Australian and the Australian Institute of Company Directors.

ANZIBA 2012 Wrap-up

Chaired by Dr Hussain Rammal, Senior Lecturer, the organising committee included Dr Tatiana Zalan, Senior Lecturer, and Associate Professor Bruce Gurd. The conference theme was “Fusion or Fracturing: Implications for International Business”. Dr Rammal explained that the theme reflected the need for researchers and managers to understand the way business is conducted in Asia and what management and leadership techniques are applied by Asian firms when they invest in other markets.

This was the first instance of the conference being hosted by a South Australian university, with the conference attracting international and interstate researchers. The keynote speakers were Professor Shige Makino, Chinese University of Hong Kong, and Professor Sid Gray, University of Sydney, who are both Fellows of the Academy of International Business.

The conference was formally opened by Professor Gerry Griffin, Pro Vice Chancellor, and Vice President Division of Business. The conference attracted participants from Australia, Austria, Denmark, New Zealand, Finland, Germany, Hong Kong, Iran, Malaysia, Netherlands, New Zealand, Poland, South Africa, the United Kingdom, and the United States.

The organising committee members have received very positive feedback on the overall organisation and success of the conference, in particular to the quality of the papers presented.
Research-In Focus

with Dr Robert van der Veen

The outlook for China outbound tourism to South Australia is promising. As China’s wealth and demand for tourism increases, so do their expectations about the experiences and services received. Therefore, measuring and monitoring consumer experiences and satisfaction is essential for the sustained development and success of service industries that cater to visitors.

Dr van der Veen, Centre for Asian Business, Research fellow is investigating the ways in which Chinese tourists experience the places and people they visit. Apart from raising awareness, it is important to tailor the message to communicate experiences in order to gain a larger share of the Chinese outbound tourism market.

Dr van der Veen is also studying the process of benchmarking tourist experiences. It is hoped that this will help us to understand the critical relationships among the drivers and outcomes of tourism satisfaction.

What's New

Centre Activities

Competitive Grant Awarded

Centre for Asian Business awarded Competitive Grant

Centre for Asian Business Director, Professor Ying Zhu has been awarded a competitive grant ($44,400) from the Department of Industry, Innovation, Science, Research and Tertiary Education entitled “Community enterprises development with connected infrastructure systems in rural Australia and China”.

The Australian Government, in collaboration with the Government of the People’s Republic of China, has established the Australia-China Science and Research Fund (ACSRF). The Governments are represented by the Australian Department of Industry, Innovation, Science, Research and Tertiary Education (DIISRTE), and the Chinese Ministry of Science and Technology (MOST).

The objective of the Fund is to support strategic science and research collaboration of mutual benefit to Australia and China. The emphasis of the Fund is on building critical mass in areas of strategic priority, building enduring partnerships and responding to the distinctive nature of the Australia-China relationship, where the role of government in promoting collaboration between researchers and industries in our respective countries is greatly valued.

“\textit{The ultimate long-term goal for the Centre is to develop into an influential think-tank, a leading contributor to Australia’s academic and policy life, known for the high-quality and relevance of its research to contemporary issues and challenges in the Asian Business environment}.”

Professor Ying Zhu
What's New

Centre Activities

Professor Ying Zhu, Director: Centre for Asian Business, attended the Federal Government’s ‘Australia in the Asian Century’ White Paper consultations organised by the Department of Premier and Cabinet, at the Adelaide City Hall, 14 February. Professor Zhu’s speech at this panel session inspired a feature article, ‘The AsiaAdvocator’, published in the China Daily Asia Weekly (China’s premier English language paper). The article examined Australia’s role in Asia and details Professor Zhu’s enthusiasm for promoting the benefits for Australia in undertaking a sustained effort to engage with China and Asia.

To view online: http://www.linimba.com/back/edit/uploadfile/20120425170537723.pdf

Recent Seminars

March 21
Topic: Food security in Asia: Issues and challenges.
Presented by: Professor Sisira Jayasuriya, School of Economics and Finance, Faculty of Business, Economics and Law, La Trobe University.

March 27
Topic: Does central bank independence mitigate or exacerbate the effects of corruption on monetary policy?: Some stylised facts and a simple model.
Presented by: Dr Tony Cavoli and Dr John Wilson, School of Commerce.

March 20
Topic: ‘Economic Clustering in Northeast Asia: Strategic Implications for Australia’.
Presented by: Professor John Benson, Head of School, School of Management, together with Professor Ying Zhu, Director: Centre for Asian Business and Associate Professor You-il Lee, International Graduate School of Business (IGSB).

Recent Publications

[ABDC List 2010: A*]


Want to Know more about the work of the Centre for Asian Business?
Please visit our website:
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