



Research News August 2017

Director of Research Report

Welcome to our first newsletter!

Since taking up the position of Director of Research on 1 July 2017, there has been a lot of activity within the research space. As you are aware, the School recently secured **AACSB eligibility**. This is a monumental achievement that will play a driving role in shaping our strategic direction, research, teaching, and resource allocation.

In line with the move towards **AACSB accreditation**, the School released **Research Strategy 2017-2020** on 23 May 2017. In broad terms, this strategy has been designed to:

1. Support and reward high quality research
2. Continue to build a culture of research excellence
3. Attract and train high quality research candidates
4. Connect and collaborate with a range of stakeholders to address contemporary research problems
5. Promote and communicate the quality and strength of our research.

To date, we have also made significant strides towards implementing our strategy, which includes:

- Introducing the **2017 Research Incentive Publication Scheme (RIPS)** to reward staff who publish in **A/A* journals** that appear on the Australian Business Deans Council (ABDC) journal quality list (<http://www.abdc.edu.au/master-journal-list.php>);
- Establishing the **Tourism Research Cluster**, which will be led by **Associate Professor Kevin Markwell**; and
- Establishing the **IT Research Cluster**, which will be led by **Professor Dian Tjondronegoro**.

While we have made several important steps towards implementing our research strategy, much work remains. On this note, I would like to thank my RESCOM colleagues and professional staff for their dedication and support in implementing our strategy. In a similar vein, I would also like to acknowledge our former Director of Research, **Professor Betty Weiler**, for all her hard work and commitment to promoting research within the School.

So, please take a moment to look at the achievements of our researchers and let us know about your success so that we can promote it in our next newsletter.

Per Ardua ad Astra

Michael Kortt
Associate Professor | Director of Research
School of Business and Tourism

1 August 2017



Research Hits

The journal rankings below comply with the current ABDC journal quality ranking. However, please let us know if you publish in a Q1 ranked journal listed on Scimago (<http://www.scimagojr.com/>).

A* Ranked Journals

Markwell K, Rayel J, Taia M (2017). Building tourism research capacity in Papua New Guinea, *Annals of Tourism Research*, In Press.

A Ranked Journals

Kortt MA, Sinnewe E, Pervan S (2017). The Gender Wage Gap in the Tourism Industry: Evidence from Australia, *Tourism Analysis*, In Press.

MacDonald K, **Lamont M, Jenkins J** (2017). Ultimate Fighting Championship Fans: Foundations of subcultural stratification, *Leisure Sciences*, In Press.

Sorwar G, Hoque R (2017). Understanding factors influencing the adoption of mHealth by the elderly: An extension of the UTAUT model, *International Journal of Medical Informatics*, In Press.

B Ranked Journals

Christensen J, Lui C, Hollindale J, Routledge J (2017). The UK Stewardship Code and Investee Earnings Quality, *Accounting Research Journal*, In Press.

Haw J (2017). Service quality improves students' evaluation of good teaching, *Journal of Hospitality and Tourism Education*. In Press



Niblock S, Sinnewe E, Heng P (2017). A review of superannuation fund performance studies: Empirical evidence from Australia, 2000 to 2014, *Accounting Research Journal*, In Press.

C Ranked Journals

Bryant M, Smart B, Wilde S (2017). Taking the weather with you: User Acceptance, Trust and Value of Weather Apps on Smartphones, *International Journal of Social and Humanistic Computing*, In Press.

Witsel M, Boyle A (2017). The ontology of teaching in transcultural contexts: Four voices of competence, *Journal of Hospitality, Leisure, Sports Tourism Education*, In Press.

Conference Publications

Wilde S, Herold, D.M and Herold, N. (2017). 'European nonprofit SME's use of social media: Driving innovation and entrepreneurship in the third sector', *Conference Paper presented at the 5th International Conference on Contemporary Marketing Issues*, Thessaloniki (Greece), June 21–23, pp. 437–442.



Research Income

The school was successful in obtaining the following income:

- **Weiler B** (2017). Wayfinding Research Study, *Zoos Victoria* \$14,919.
Project Aim: To better understand visitors' use of the current wayfinding system at Melbourne Zoo and its perceived strengths and limitations to underpin updates and new systems.
- **Weiler B** (2017). Understanding market demand and managing supply chain in the context of Chinese outbound tourism to Taiwan and Australia, *SCU Research Seed Funding Grant 2017* (\$12,330) and *National Taiwan Normal University* (\$2,017).
Project Aim: This project aims to understand demand of the maturing Chinese outbound tourist market and investigate how Chinese outbound tour operators could increase competitiveness through supply chain management.

Engagement and Impact

Dr Raina Mason was invited to deliver a national keynote address at the *Australasian Microbiology Educators Conference* on 1 July 2017 in Tasmania. At this conference, Raina spoke about her research into the application of cognitive load theory. Dr Mason's address was well received, generated a lot of interest, and led to invitations from leading institutions like Monash University to present her research.



Upcoming Events

Research Week: 28th August – 1st September

For further details of SBaT events planned during Research Week, please refer to the Office of Research website: <http://scu.edu.au/research/>

Share your research success with us

Do you have a news item to share with the school of Business and Tourism and the wider community? If so we would love to hear and promote your research achievements within the School. Please email your research achievements to michael.kortt@scu.edu.au and tanya.stewart@scu.edu.au