Welcome to our second research newsletter for 2019.

As you will see, there continues to be much creative activity in the research space. Our researchers continue to score hits in high-ranking journals, and our Research Clusters continue to build a culture of collaboration and research excellence. In this edition of the newsletter, I am delighted to report that:

- The School of Business and Tourism have been awarded a $29,000 contract for foundational research on concierge services for start-ups by the NSW Department of Industry, and the NSW Innovation and Productivity Council (IPC). Mr David Noble, Associate Professor Michael Charles and Professor Robyn Keast are leading this project.

- Professor Yvonne Brunetto received the highest rating for impact in the Australian Research Council’s Engagement and Impact Assessment 2018-2019 National Report for her research into the delivery of training programs to support managers and new graduate nurses improved workplace culture and reduced staff turnover.

- With the help of Dr Jennifer Harrison and Dr Jacqui Christensen, in late 2018, SBaT librarians (Marin Simpson and Talli Allen) were successful in renewing our subscription to the industry-leading database S&P Capital IQ for another year. Now Marin and Talli, in collaboration with Jennifer and Jacqui, have developed a guide to using the database, which will be of benefit academics and students alike.

Please take a moment to look at the achievements of our researchers.

Kind regards

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

3 June 2019
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 or Q2 ranked journal listed on Scimago (http://www.scimagojr.com/).

**A*, A & Q1 Ranked Journals**


**B & Q2 Ranked Journals**


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Research Income & Grants

**Intermediary, broker or concierge?**

The School of Business and Tourism have been awarded a contract for foundational research on concierge services for start-ups by the NSW Department of Industry, and the NSW Innovation and Productivity Council (IPC). The project will last for five weeks and will bring around $29,000 into the school. The research team is Dave Noble, A/Professor Michael Charles, and Professor Robyn Keast.

So, what is a ‘concierge service’? Good question! And it is a question that (hopefully) the team will have an answer for by the end of the project. What we can tell you is that there are around 150 different Australian federal and state government initiatives targeting SMEs, startups, and young firms. There are also more than 30 research-active Australian universities with the potential to help innovators develop the next iPhone or Cochlear Ear Implant. Add to that more than 50 Accelerators around Australia, run by various government authorities, universities, private companies, and NGOs, and it is easy to understand how difficult it is for an innovator to work out where to get help!

The NSW IPC is hoping to develop a definition and an ideal model for a concierge service through this research and to develop a solution. Ultimately, it is hoped that such a service can help NSW and Australian innovators navigate the bewildering array of available options to support them. This research will contribute to the policy debate, and help the IPC Board to develop a suite of targeted policy mechanism for recommendation to cabinet.
**Engagement and Impact**

**Professor Brunetto’s research receives a ‘High’ rating for impact in the ARC’s Engagement and Impact Assessment 2018-2019 National Report**

Congratulations to **Professor Yvonne Brunetto** for receiving the highest rating for impact in the Australian Research Council’s Engagement and Impact Assessment 2018-2019 National Report. Professor Brunetto’s research into the delivery of training programs to support managers and new graduate nurses improved workplace culture and reduced staff turnover.

**Overview of Impact (as outlined on SCU’s Engagement and Impact webpage - see link below):**

Over the past 16 years there has been a nursing shortage in the Australian health system and this trend is expected to continue. Workforce retention is a key factor in overcoming this problem. Southern Cross University worked with a global health care provider to improve nurse retention by introducing programs to develop unit managers and support newly-graduated nurses into the provider’s Australian hospitals. Staff retention improved dramatically.

Workers compensation claims due to work-related stress are costly for employees and employers. Health workers who provide front-line, emotional labour are at high risk of work-related stress. The emotional resilience training developed by Southern Cross University in response to these challenges was effective in improving safety practices in a social welfare organisation.

For full details on this impact case study, please visit:

This is a fantastic achievement, congratulations **Professor Brunetto**!

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**Creating sustainable visitor experiences**

**Dr. Pascal Scherrer & Professor Betty Weiler’s research on alternatives to climbing Wollumbin (Mt Warning) has also been profiled on the SCU Engagement and Impact webpage.**

**Overview of Impact (as outlined on SCU’s Engagement and Impact webpage - see link below):**

This project aimed to identify visitor preferences for alternative experiences to summiting Wollumbin in order to facilitate more diverse regional tourism experiences and to address the significant site limitations of this World Heritage Area. The project team worked closely with the National Parks and Wildlife Service (NPWS) and engaged with key stakeholders to identify a range of potentially suitable alternative nature-based visitor experiences. From this, experience scenarios were developed to test the preferences of potential visitors.

The findings from this research are guiding strategic planning, funding allocation, and management approaches, particularly for the NSW National Parks and Wildlife Service. The work influenced the development of the Plan of Management for Wollumbin, which became the foundation for a range of concept plans, funding applications, and infrastructure investments, with the most recent (2018) being $7.4 million in state government funding to support the Tweed Byron Hinterland Trails project.

For full details on the impact of this research, please visit:
News from the library

S&P Capital IQ

With the help of Dr Jennifer Harrison and Dr Jacqui Christensen, in late 2018, SBaT librarians (Marin Simpson and Talli Allen) were successful in renewing our subscription to the industry-leading database S&P Capital IQ for another year. Now Marin and Talli, in close collaboration with Jennifer and Jacqui, have developed a guide to using the database.

To view the guide, please visit: https://libguides.scu.edu.au/CapitalIQ

The guide is a starting point for students and staff members using the database. It provides information on the registration process and accessing company and market information and financials. The aim is to build the guide alongside the needs of the students and staff. We are happy to add content related to your focus areas/student assessments, and so on.

Get in touch with the library team at librarian.sbat@scu.edu.au for more details/help/ideas.

Your Librarians

Talli and Marin
2018 Seed Grant Update

Airbnb in the Byron Shire – bane or blessing? An investigation into the nature and range of impacts of Airbnb on a local community
Deborah Che, Rod Caldicott, Sabine Muschter, & Tania von der Heidt

The Byron Shire (BS) is one of Australia’s most attractive tourist destinations with more than two million visitors each year. It is also one of Australia’s least affordable regional rental-housing markets, according to the Australian Coastal Councils Association. Around 18% of properties in the Shire are listed as short-term lettings (STLs). Given this situation, this project aimed to determine the size, main attributes and development patterns of Airbnb in the BS and to explore community members’ perspectives regarding the positive and negative impacts of Airbnb in the Shire. To fulfill these objectives, semi-structured interviews focusing on the impacts of Airbnb and STLs were conducted with a diverse range of local stakeholders. These interviews then used to inform the development of a survey to assess the impact of Airbnb on, among other things, housing and accommodation, local businesses, tax revenues, visitor numbers, infrastructure, and anti-social behaviour. Over 800 BS residents responded to the survey.

The key findings from the survey were that:

1. While increased income for Airbnb hosts, increased employment opportunities for locals, and increased local tax revenue was the major positive impacts of Airbnb, the negative impacts included reduced availability of affordable housing for residents, increased traffic and parking congestion, increased waste management problems, and increased infrastructure costs.
2. Most respondents preferred a model, which involved on-site management for any STLs. Thirty-seven percent of respondents wanted ‘No restriction’ on rentals of STL properties with on-site management, which meant that the host could operate 365 days per year. However, for STL rentals without on-site management, 39% of respondents favoured rentals capped at ‘0 days’ (such rentals not allowed at all), while 27% supported a cap of ‘Less than 90 days per year’.
3. Most respondents (including Airbnb hosts) felt that STL needs to be better regulated. Furthermore, the majority of respondents agreed with the need for greater public information on Airbnb-related issues within the BS.

This project resulted in significant external outreach and impact. Considerable media attention (including six radio interviews, one television interview, and several newspaper articles) was generated from this project, which has helped to develop excellent working relationships with Byron Shire Council and Destination North Coast. In addition to informing the Council decision-making, the 2018 project has led to a 2019 follow-up project on the range of impacts of Airbnb on BS Approved Accommodation Providers (AAPs), which the BS Council has agreed to fund with a dollar-for-dollar match of Tourism Research Cluster seed grant funding.

In addition to the external community impact, the project has also resulted in publication outcomes from the qualitative interview data, including one article accepted pending revisions to International Journal of Tourism Cities, another article submitted to Tourism Geographies (under review), and two conference papers. Additional manuscripts are in the works based on the survey data as well as on further interrogation of the interview data.
2018 Seed Grant Update Continued

Electronic Health Record Systems Project
Jun Xu
This is the third in a series of projects focusing on the acceptance and continued use of the e-Health record systems. This study looks at adoption and use of the PCEHR (Personally Controlled Electronic Health Record) system (recently rebadged as My Health Record System) among health care service providers (i.e., doctors) and the influence they have on patients’ acceptance and use of the system.

Doctors play a critical role in patients’ decision of acceptance and use of the PCEHR system, and for many patients, they rely on their doctors’ advice on the system (e.g., benefits, risks, effects of opt-in and opt-out approaches, among other considerations). However, to date, doctors are divided on the long-term viability of the PCEHR system. Doctors have not seen any benefits for either the practitioner or the medical practice. Duplication of sources of external medical information available at state and federal levels is a major obstacle to acceptance of the system given the funds already spent to date on the implementation/rollout of the system.

Many patients have opted out of the system for many different reasons with the main reasons surrounding privacy and security of the data held in the e-Health system, and for personal medical reasons (e.g., HIV patients and sex workers).

It appears that much has been done behind closed doors, and it is doubtful whether the money invested or being invested in the PCEHR system has been spent wisely. The Government needs to be open and transparent to secure long-term acceptance of the system by all players in dealing with health care services. Patients’ concerns of privacy and security need to be addressed as well as doctors being supported in the use of the system (better training) and recompensed for the time and effort to upload and maintain the currency of medical histories of patients.

A concierge approach to university-industry research collaboration: Interface and the Scottish National Innovation System
David Noble & Michael Charles
Interface is an organisation wholly owned by all twenty-three of the Scottish universities and research institutes and has been operating for fifteen years. As the name implies, Interface acts as a go-between for the university sector and SMEs in Scotland. So far, it has introduced nearly 3,000 businesses to research partners. By providing a ‘one-stop-shop’ for both the SME and research communities, Interface streamlines the process of SMEs finding the right researcher to help them with an industry problem, or even to help provide proof-of-concept for an innovative idea.

A range of individuals across the SME and university sector were interviewed in April 2018. Most interviews were conducted in person, although a few were completed from afar via Zoom. All the interviewees had engaged in at least one university-industry collaborative (UIC) research project, and some were serial users of the Interface service. SMEs ranged across the food and beverage sector, electronic health-care, the financial services sector, and the packaging industry.

Based on the literature, we expected to find several factors present in the UIC cases we looked at, and we weren’t surprised when they appeared. These factors included conflict over intellectual property (IP); the crucial role played by communication, and its impact for good or ill on the project; clashes of priorities between university culture and industry culture; the foundational role played by trust between the participants; the time-poor nature of SME owners; and the perennial problem of overworked, and thus also time-poor, academics.

However, we also found some unexpected factors at play. Many of the SMEs were mainly comprised of what the European Union would classify as ‘micro-SMEs,’ based on less than 10 employees. For these SMEs, it was clear that the seed funding, received through Interface, was crucial to overcoming what is commonly called the ‘valley of death’ for nascent innovation concepts and product development. Even though most of the funding was relatively modest, nonetheless it enabled the SMEs to reach proof of concept sufficiently to attract investors. Some have since gone on to receive significantly more investment in their fledgling companies.

A second factor that became evident had to do with the formative role played by Interface. The SME owners interviewed had originally no idea how to navigate the labyrinthine university system to unearth the right researcher to help them. By acting as a ‘concierge service,’ Interface was able to teach the SME owners how to navigate within the university system. Interface was also crucial in translating the SME requirements into concepts to which the researchers could relate.

The project is not yet quite complete – we don’t yet have a publication from it. However, I presented the research to an international group of practitioners (or ‘pracademics’ as they like to be called) at the recent IRSPM conference in Wellington, and they encouraged me to dig deeper, and to explore the concept further. Through my PhD research, many of the same issues have arisen in Australia, so this is an area that potentially may benefit from more research in the future. Stay tuned.
Luan Bernadelli
Visiting PhD candidate Luan Bernadelli has returned to Brazil to complete his PhD in economics at the State University of Maringá. During his productive six-month visit, he worked with Associate Professor Michael Kortt on a range of research projects, which resulted in two journal publications and a ‘pipeline’ of papers that are currently under review. Luan’s primary research area is in the field of the economics of religion. In particular, he is interested in how the rapid spread of Protestantism (notably Pentecostal Protestantism) in Brazil may influence the social and economic outcomes of its adherents. We wish Luan well in his future endeavours and hope that he visits us again!

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 tanya.stewart@scu.edu.au