



Research News October 2018

Director of Research Report

Welcome to our research newsletter for **October 2018**.

As you will see, there continues to be a lot of 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 very pleased to report that:



- **Dr Kay Dimmock** and **Professor Betty Weiler** were successful in securing a competitive grant (**\$48,909**) from the NSW Department of Primary Industries to develop and test communication interventions relating to their Shark Management Strategy;
- **Professor Robyn Keast** and **Associate Professor Michael Charles** were successful in securing funding from the Higher Education Participation and Partnerships Program (**\$20,000**) to investigate ways to improve student retention;
- **Dr Raina Mason** was invited to speak on Cognitive Load Theory at the annual Australasian Microbiology Association EDUCON (Educator's conference) in Brisbane in July; and
- **Professor Yvonne Brunetto** has been invited to join the prestigious *Australian Journal of Public Administration* as a member of their Editorial Board.

In this edition, we also profile doctoral candidate, **Amanda Scott**, whose PhD research is devoted to examining what sustains collaborative project networks beyond the initial funding.

So, in conclusion, 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

16 October 2018

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

Chen H, Weiler B, Young M (2018). Examining service shortfalls: A case study of Chinese group package tours to Australia, *Journal of Vacation Marketing*, [In press](#).

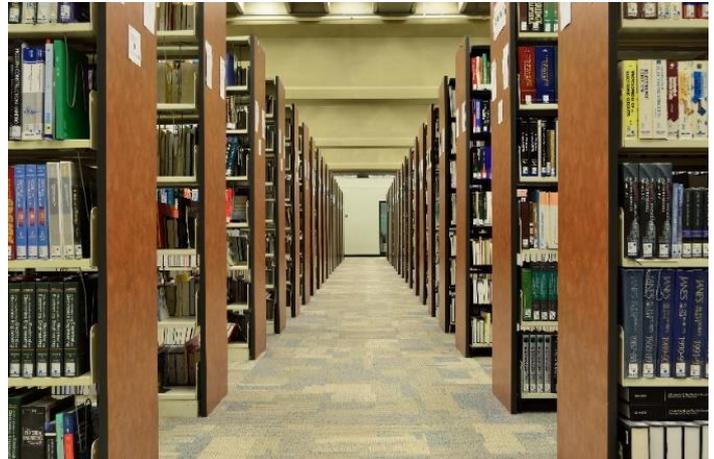
B & Q2 Ranked Journals

Chen, H, Weiler B, Black R (2018). Exploring knowledge-building in tour guiding research: A content analysis of empirical papers on tour guiding, 1980-2015, *Journal of Hospitality and Tourism Management*, [In press](#).

Christensen J, Harrison J, Hollindale J, Wood K (2018). Implementing Team-Based Learning (TBL) in Accounting Courses, *Accounting Education*, [In press](#).

Kortt MA, Drew JD (2018). Does religion influence educational attainment? *Religion & Education*, [In press](#).

Kortt MA, Drew JD (2018). Does religious affiliation influence trust? *International Journal of Sociology and Social Policy*, [In press](#).



Research Income & Grants



Department of Primary Industries, NSW Shark Management Strategy

Congratulations to **Dr Kay Dimmock** and **Professor Betty Weiler** on their successful grant application to the Department of Primary Industries NSW Shark Management Strategy (SMS) Annual Competitive Grants Program. SCU will collaborate with Desination Research and Ballina Shire Council on this project.

Project Title: Using communication interventions to achieve socio-economic and behavioural outcomes **\$48,909**.

Project Aim: The project is based on the conceptual model for effecting positive behaviour change which seeks to identify key drivers that influence user groups internal and external decisions to surf or swim at North Coast NSW beaches. The study will develop and test communication interventions relating to the Department of

Primary Industries Shark Management Strategy. Targeting North Coast NSW key visitor markets, behaviour change theory will identify baseline measures and changes in perceptions, spending/travel behaviour, and intentions of visitors and non-visitors will inform economic outcomes. Beyond immediate results, a model will be provided to underpin region specific research, economic modelling and strategic communication with visitors throughout NSW.

Research Income & Grants continued

Higher Education Participation and Partnerships Program (HEPPP)

Congratulations to **Professor Robyn Keast** and **Associate Professor Michael Charles** on a successful HEPPP project application! Professor Keast and Associate Professor Michael Charles have partnered with Associate Professor Geoff Woolcott and Professor Martin Hayden from the School of Education and Ms. Helen Coleman, Manager Student Success, on the following successful application:

Project Title: Building an institution-based interpretive framework for undergraduate student retention (**\$20,000**).

Project Aim: Development of a prototype *interpretive framework* for equity practitioners at SCU, allowing them to build, evaluate and enact integrated support mechanisms to *improve student retention* at the institutional level. The framework will be based on testing of an innovative student-centred and place-based *social network ecology model* derived from previous HEPP-supported retention studies at SCU. A randomized sample of both continuing and non-continuing students from low socio-economic (SES) backgrounds will be used to compare actual support pathways to those represented in the model. The study will test the hypothesis that pathways from support service providers and administrators to each supported student are more effective and efficient if they provide the shortest path to, or least number of intervention steps, compared with the model. This important project builds on an extensive retention literature, including reports of previous SCU retention projects, concerning the need to support undergraduate students' personal agency in their selection of support services at their study institution. The framework will provide an additional opportunity for evidence-based research projects that will enhance community building and improve prestige by attracting external funding and potential opportunities for commercialisation.

PhD Candidate



Amanda Scott

A number of recent Australian government initiatives, such as the Farming Together Program (FTP), are aimed at addressing significant and complex societal problems through approaches based in collaborative project networks. Such networks, however, have a high probability of failing beyond their initial funding. This in turn runs the risk of projects that realise a poor return on investment for the taxpayer, representing lost opportunity, and at core, failure to resolve intractable problems.

While collaborative project networks are on the increase in practice, research on them is only a small part of an extensive literature on collaborative networks. There is a need to better understand when and why collaborative project networks succeed or fail to be sustained. Such knowledge will aid informed decision making around the allocation of project funding as well as project network development. My PhD study, *What sustains collaborative project networks beyond initial funding?* is designed to address this very real challenge. At the practitioner level, it will enhance decision-making relating to the design and management of collaborative project networks to better assure their sustainability.

In investigating this research question, I have been following three FTP project networks, and will continue to follow them beyond initial project funding. I aim to examine these networks as embedded cases within an overall FTP case study. I am applying a mixed methods approach, with data being collected longitudinally at three points in time over two phases. Analysis of secondary data from the FTP evaluation will form phase one, and analysis of primary data will form phase two. Social network analysis is a key tool and method being used to examine the structure and function of each project network. Currently phase one of data collection is being completed, with phase two beginning in October 2018.

I feel privileged to have the opportunity to pursue a topic that has both personal and professional significance, that offers intellectual challenge, and most importantly, that offers value to the participants and wider community. I am supported by a wonderful group of peers from across many schools, and university staff, especially my supervisors **Professor Robyn Keast**, Associate Professor Geoff Woolcott, **Dr Deborah Che** and Dr Dan Chamberlain (LaTrobe).

Engagement and Impact

Professor Robyn Keast

Professor Robyn Keast has been involved in the following engagement and impact activities:

- 2nd August – Workshop for Newcastle City Council on Integrated Service Delivery for Housing and Homelessness.
- 3rd September - Panelist for the International Research Society for Public Management (IRSPM) Practitioners Special Interest Group – dealing with the question whether government can collaborate. This was sponsored by Institute of Public Administration (IPAA) Queensland division and the QLD Public Service Commission.
- 10 September – Running a 1-day workshop for the Council of the Aging (COTA) Queensland on Building Strategic Community Connections.
- 14 September – Presenting a Master Class on Strategic Relationships Building and Collaborative Leadership for CheckUP, which is a non-for-profit organization dedicated to better health for people and communities who need it most. Members include GPs, Aged Care, Public and Private Hospitals.

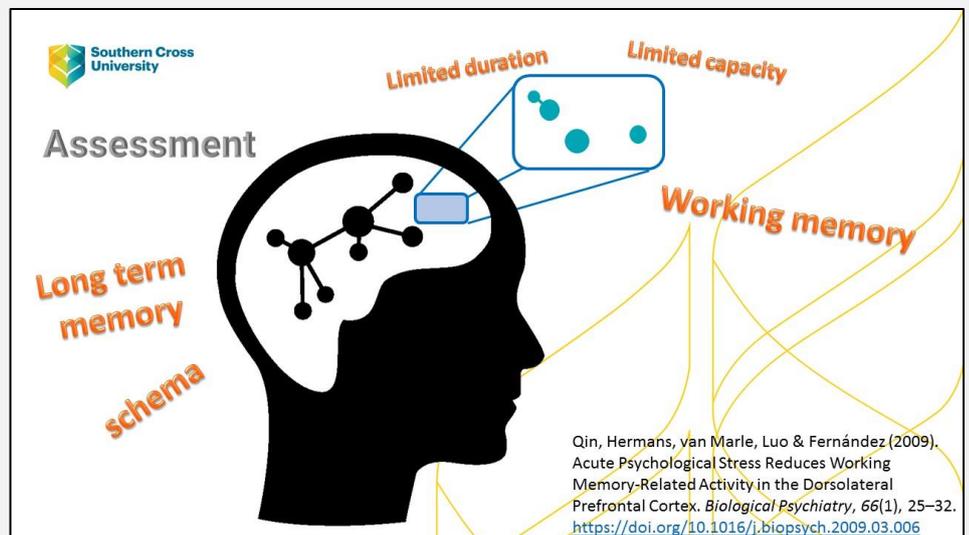


Prof Keast has also been working on the final proof of a new book (co-edited with J. Voets and C. Koliba) titled “Networks and multi-party collaborative arrangements in the public sector: Essential research approaches, methodologies and analytic tools”, which is hopefully out later this year.

Dr. Raina Mason presents Cognitive Load Theory at Australasian Microbiology Association EDUCON

Dr Raina Mason was invited to speak on Cognitive Load Theory at the annual Australasian Microbiology Association EDUCON (Educator’s conference) in Brisbane on the 4th and 5th of July. Raina was the keynote speaker at their conference in Hobart last year presenting the CAFÉ toolkit (<http://cafe.cognitiveload.net>), and conference organisers invited her back to present at this year’s conference.

Raina spoke on Cognitive Load for ESL students in Assessment and the title of her presentation was “This assessment makes my brain hurt!” Raina’s presentation was scheduled for an hour, however the conference organisers found an extra hour in the schedule, which lead to spirited discussion and questions during the presentation and afterwards – for 2 hours total.



Universities in attendance included University of Sydney, Monash, University of Queensland, along with regional universities. The Chair of the Microbiologists Association of Australia advised Raina they believe the information Raina shared at last years conference had changed the way many of the attendees were teaching, and they expect that this presentation will have a wider reach again.

Raina plans to publish the results of the work completed with ESL students, in the near future.



Kayleen Wood presents at AFAANZ Doctoral Symposium

AFAANZ (Accounting and Finance Association of Australia and New Zealand) 2018 was held in Auckland, 1-3rd July 2018, with the preconference AFAANZ Doctoral Symposium held 27-29th June 2018. Each member university is invited to nominate a PhD candidate to attend and Kayleen Wood from SBaT was selected.

The doctoral symposium required each participant to present their research, as well as review and discuss the research of the other participants in their group. Thirty-nine PhD candidates and 10 faculty attended the 3 day symposium.

Kayleen's PhD research: "The development of a framework for designing and evaluating a gamified learning experience learner engagement in, and motivation for, learning technical threshold concepts in accounting and finance education" was part of the Interdisciplinary Group. Her experimental research is currently in data collection phase.

The event culminated in a formal dinner attended by all the Heads of Schools of Accounting attending the conference. At the dinner, Kayleen was invited to deliver a speech on behalf of the PhD students, as well as being awarded "Best Research Pitch" for her group.

The AFAANZ conference was attended by more than 400 representatives from universities across Australia and New Zealand. Next year's conference will be in Brisbane.



Professor Yvonne Brunetto

Professor Yvonne Brunetto has been invited to join the Australian Journal of Public Administration (AJPA) as a member of their Editorial Board.

The *AJPA* was first published in 1937 and has long been considered the journal of record for developments in public administration in Australia. The journal is committed to the study and practice of public administration, public management and policy-making. The *AJPA* encourage research, reflection and commentary amongst those interested in a range of public sector settings.

In recent years, the *AJPA* has broadened in scope considerably, publishing many more articles that consider issues around the world, authors from other countries, and expanding its readership into every corner of the world. The *AJPA* is an A ranked journal on the Australian Business Deans Council.

In other news, **Professor Brunetto** has been delivering resilience leadership training to middle managers in aged care and local government.

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