

Australian Centre for Asian Business



University of
South Australia

Our Vision

To serve both academic and industry needs through high-quality research into Asian business practices, whilst encouraging the development of collaborative partnerships between Australian and Asian scholars, businesses and institutions.



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

Welcome to the Australian Centre for Asian Business

With the growth of the Asian economies, the study of Asian business and management has become an area of international importance. This is particularly the case for Australia, given the significance of these economies to our international trade and economic prosperity. There exists a need to expand our knowledge of the region, improve the quality of our research and ensure the findings are accessible and available to Australian companies who aspire to engage in business, trade or partnerships with their Asian counterparts.

The Centre strives to assist businesses, particularly Australian companies, in their Asian ventures through providing them with high-quality, in-depth research, and by facilitating a range of networking and educational events, which it is envisioned will encourage greater collaboration between the two regions.

The Centre also offers an excellent environment for graduate business research, and will enhance the University of South Australia's teaching programs, ensuring that Australian students graduate with expertise in Asian business practices, and that Asian graduates are better placed to interact with Australian business and government bodies.

Established on 1 January 2010, and officially launched on 12 May 2011, the Centre is located within the UniSA Business School's International Graduate School of Business (IGSB). The Centre aims to serve both academic and industry needs through high-quality, in-depth research into Asian business practices and environments, whilst encouraging the development of collaborative partnerships between Australian and Asian scholars, businesses and institutions.

To learn more about ACAB and its activities, please visit our website at www.unisa.edu.au/asianbusiness

Director, Australian Centre for Asian Business
Professor Ying Zhu
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Our Research Strengths

Research teams and members are drawn from all schools within the EQUIS-accredited UniSA Business School, and include academics from Commerce, IGSB, Law, Management, and Marketing. We believe this cross-disciplinary approach and diverse research expertise form a major strength of the Centre, and ensures its relevance and importance to regional academia and industry.

The Centre currently has eight core research strengths, each of which focuses on a central aspect of Asian business, and is headed by an Associate Director. Our eight specialised research strengths are:

- Cross Cultural Management
- Employment Relations, Human Resource Management and Labour Markets
- Foreign Direct Investment and Multinational Enterprises
- Globalisation and Asian Capitalism
- Innovation and Sustainability
- International Accounting Regulation, Valuation and Assurance
- International Marketing and Management
- International Trade, Finance and Investment.

Cross Cultural Management

The Cross Cultural Management (CCM) research group investigates the interconnection of all fields of management with Asian cultures and the comparison of Eastern and Western management practice, thus utilising a wide range of theoretical perspectives.

Specific research areas include: Asian approaches to leadership and management, convergence or divergence of management practice, negotiation skills across cultures, the application of Western management control systems by Asian managers, human resource management practices across Asia, the impact of non-Asian multinational organisations using standardised management systems in Asian subsidiaries, and Asian managers' attitudes to climate change and sustainability.

For more information contact Associate Director, Professor Bruce Gurd (bruce.gurd@unisa.edu.au).

Employment Relations, Human Resource Management and Labour Markets

The Employment Relations, Human Resource Management and Labour Markets (ERHRM) research group explores broad issues related to employment relations and labour markets in Asia at macro level as well as human resource management and labour management relations at enterprise level.

Specific research areas range from the transformation of society and the impact on management and labour, development and enforcement of labour law and regulation, international trade and labour standards, skill shortage and development in the labour markets, human resource management in the hospitality industry, migrant workers, labour market segmentation, and micro issues including inequality at enterprise level such as production safety, worker protection, and manager training.

Our research projects aim to provide stakeholders with informed analysis and policy advice to augment decision making in both the government and business sector.

For more information contact Associate Director, Professor Peter Chen (peter.chen@unisa.edu.au).

Foreign Direct Investment and Multinational Enterprises

The Foreign Direct Investment and Multinational Enterprises (FDI & MNEs) research group seeks to promote robust and wide ranging investigations into the theoretical and practical insights of various aspects of FDI and MNEs from and within Asian countries. Specific research issues range from motivations for undertaking FDI, determinants of location choices, entry mode decisions, marketing strategies, knowledge acquisition and technology transfer, expatriate management, organisational learning, and performance of FDI operations to the issues pertaining to how FDI and MNE headquarters and affiliates interact with, and affect, host-country firms, society, and environments.

For more information contact Associate Director, Dr Hussain Rammal (hussain.rammal@unisa.edu.au).



Globalisation and Asian Capitalism

The Globalisation and Asian Capitalism (GAC) research group is dedicated to exploring in-depth political, social, economic and business trends and changes in the Asian high growth economies, brought about by the new phase of global capitalism. Under this theme, research focus is given to the dynamic interactions of globalisation and the process of economic development.

In particular, the GAC cluster is designed to facilitate a forum for academic and policy discussion on contemporary critical issues not only concerning the Asian political economy, but also on the comparative Asian management systems, including cultural influences, management styles, and the competitive strategies of Asian firms.

For more information contact Deputy Director, Associate Professor You-il Lee (you-il.lee@unisa.edu.au).

Innovation and Sustainability

The Innovation and Sustainability (I&S) research group explores ways to improve the economic prosperity, environment and well-being of communities, in a holistic and integrated manner, by means of partnerships with the corporate sector, innovative business models and collaborative Australia-Asia research.

Specific research areas include development of rural and regional communities and their infrastructure systems by engaging with businesses and securing Asian investment opportunities associated with carbon finance and trading, and the role of social enterprises, empowerment, and local entrepreneurship in transforming and sustaining communities.

The group also pursues synergistic and interconnected 'system' approaches, including the intersection of other ACAB research themes with sustainability, and seeks to connect the Centre with complementary research in the technological and physical science fields.

For more information contact Director, Professor Ying Zhu (ying.zhu@unisa.edu.au).

International Accounting Regulation, Valuation and Assurance

The International Accounting Regulation, Valuation and Assurance (IARVA) research group seeks to promote quality research into Asian accounting practices and standards in the context of increasing local and global pressures that are pushing these practices and standards towards uniformity, regardless of their relative inappropriateness for the local business context of many Asian countries.

The IARVA research program focuses on five key areas: research relating to the accounting profession, regulation, assurance, and valuation and enterprise governance.

For more information contact Associate Director, Professor Bruce Gurd (bruce.gurd@unisa.edu.au).

International Marketing and Management

The International Marketing and Management (IMM) research group focuses on understanding Asian consumer behaviour and the marketing challenges that Asian businesses face. The group offers a platform for academic research to help inform marketing strategies and practices in Asia. As such, it looks broadly at issues concerning Asian consumers and business, including topics such as the emergence of global Asian brands, the impacts of culture and globalisation on Asian consumer behaviour, and the marketing of tourism in Asia.

For more information contact Associate Director, Dr Richard Lee (richard.lee@unisa.edu.au).

International Trade, Finance and Investment

The International Trade, Finance and Investment (ITFI) research group promotes and engages in high-quality research in areas relating to economic integration, monetary regionalism and macroeconomic policy in Asia. This research program adopts a macroeconomic perspective to issues of integration and policy in the Asian region. Specific research projects include the dynamics and patterns of economic integration in Asia, the extent and sequence of trade versus financial integration, intra-regional against inter-regional integration, the fixity (or otherwise) of Asian currencies, the plausibility and possibility of a monetary union in the region and issues regarding central banking and monetary policymaking.

For more information contact Deputy Director, Dr Tony Cavoli (tony.cavoli@unisa.edu.au).

Our Activities

Collaborative Workshops

ACAB has collaborated with:

- National University of Singapore's Institute for Southeast Asian Studies (ISAES)
- George Mason University's Center for Emerging Markets (CEMP)
- Cornell University's South East Asia program
- China Academy of Social Science
- Hunan University
- Beijing Normal University
- Sun Yet-sen University
- Shanghai Ocean University
- FU-Jen Catholic University
- Tianjin University
- Tohoku-Gakuin University.

We work with our partner institutions by sharing research and planning, as well as coordinating and presenting academic workshops pertaining to the study of Asian business practices. The publication of workshop proceedings and research findings has illustrated the invaluable contribution that these partnerships are making to the study of business and economic policy within the Asian region.

Visiting Academics

ACAB is dedicated to expanding the knowledge and research capacity of its academic community through a range of means, including exposure to high-quality diverse schools of thought. As such, the Centre regularly invites leading Asia-

Pacific and international scholars to present their research to University of South Australia staff and students, and the local business community, and to undertake collaborative research with University of South Australia academics into contemporary business issues.

ACAB Working Paper Series, Newsletter and Website

ACAB's newsletter and working paper publications are designed to promote its activities both within the Australian and Asian academic community, and the wider business community, and are available in hard copy (on request) and on our website www.unisa.edu.au/asianbusiness.

Additionally, our research and networking activities are promoted through our website which provides the wider community with up-to-date information concerning the Centre's current research publications and business events.

Support for High-Quality Research

The ACAB provides research funding and support to numerous researchers and doctoral candidates who have been identified by our Associate Directors as working on research projects which align with ACAB's eight research themes, and which it envisions will provide valuable information to both the Australian and Asian business communities. Additionally, the ACAB is seeking to ensure that research conducted by Asian-based University of South Australia postgraduate students is published and disseminated widely to the international business community.

Our Research

ACAB research associates are engaged in diverse, high-quality research into contemporary Asian business issues. Examples of current research projects include:

- Asian Consumers' Perceptions and Evaluations of Sustainable Management Practices in the Australian Green Accommodation Sector (CCM)
- Economic Clustering in Northeast Asia (China, Japan and Korea): strategic implications for Australia (GAC)
- Globalisation of Chinese Business Enterprises: a focus on China-Africa economic ties (GAC)
- The Impact of Economic Nationalism and Market Globalisation on Consumer Behaviour (GAC)
- Labour Market Segmentation and Social Inequality in China (ERHRM)
- The Development and Enforcement of Labour Law in China (ERHRM)
- Production Safety and Workers' Protection in China (ERHRM)
- The Internationalization of Chinese Companies Within the ASEAN (FDI&MNEs)
- Financial Reporting Demands in South East Asia: the harmonisation of accounting rules and its implications to ASEAN (IARVA)
- Full Cost Accounting as a Tool for Sustainable Development in Solid Waste Management: a case study for the Kuching municipality, Malaysia (IARVA)
- The Carbonomics of the Agricultural vs. Industrial Growth Paradox: a comparison between Bangladesh and Japan (IARVA)
- Is Risk Management in Pricing Improved With the Adoption of IAS 32 and 39? - A Study in the Indonesian Commercial Banks (IARVA)
- The Influence of Ethnic Food Experience on Country Perceptions and Tourism (IMM)
- The Tourism Destination: Chinese Experience and Planning (Book Publication), (IMM)
- Dimensions of Financial Integration for Asia (ITFI)
- Determinants of Inflation in Vietnam (ITFI)
- Central Bank Independence, Institutional Quality and Policymakers: Asia and beyond (ITFI)
- Composition of Capital Flows in Asia (ITFI)
- Social Entrepreneurship in China and India (I&S)
- Transforming the Competitiveness, Livelihoods and Sustainability of Small Regional Communities in Australia and China (I&S)

Our Researchers

The Australian Centre for Asian Business is able to successfully address and advise on diverse, cross-disciplinary issues in Asian business practice by working within and outside the UniSA Business School. Our membership base is diverse, capable and dedicated to participating in research that promises to have a direct and positive impact on the communities in our region.

Director

Professor Ying Zhu

Deputy Directors

Associate Professor You-il Lee
(International Graduate School of Business)

Dr Tony Cavoli (School of Commerce)

Associate Directors

Professor Bruce Gurd
(International Graduate School of Business)

Professor Peter Chen
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