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Photos from left to right: Greg Whittred, Dean, Faculty of Commerce & Economics.

Diane Dwyer, Executive Officer, Faculty of Commerce & Economics. See story inside.

Dr. Chung-Sok Suh, Director Korea-Australasia Research Centre and Associate Head, School of Organisation and Management. See story inside.

Dr. Pradeep Ray, School of Information Systems and Technology Management. See story inside.

International Issue

The Faculty has a long and proud history of engagement with Asia. We were the first Western provider of coursework masters degrees approved by the Chinese Government and have been delivering a Masters degree in International Professional Accounting for the past nine years in Guangzhou and the past seven years in Beijing. At an institutional level, UNSW was an integral part of the Colombo Plan, which developed the intellectual capital of the region, a strong tradition of international student enrolment in UNSW and a powerful network of long-term relationships for both Australia and UNSW.

Consistent with this history of leadership and in line with our vision to become the leading business faculty in the Asian region, we have begun to disengage from coursework programs in China while simultaneously investing heavily in research programs with China's elite universities.

Two years ago we entered a strategic alliance with Fudan University. Each year we have taken four of their best research graduates and put them through our research masters degree. The aim is for the graduates to return to Fudan to complete their PhD and to take up academic appointments there.

The success of the Fudan experiment has led us to escalate the level of engagement. We have entered into a partnership with the Chinese Government to take graduates from the top six Chinese Universities into our PhD program in Sydney (see story inside). Upon graduation the students will take up Faculty positions back in China, build on their relationships

with their mentors and supervisors at UNSW and ultimately direct some of their research students to us. The strategic objective is a small number of substantive and sustainable relationships with China's leading business schools and a cooperative research agenda focused on issues of significance for the region.

The model is being refined in China in order to create similar scholarship arrangements with the governments of Vietnam, Thailand and elsewhere across the region.

The Faculty is also proud to be playing a major role in the new purpose-built UNSW Asia – a research-intensive University in Singapore: the first full-service, private university to be established there. The Faculty is substantially involved in the venture, which entails not simply constructing a brand new campus, but also building a new integrative and innovative curriculum from the ground up. While it is early days, the Singapore initiative has captured the imagination of UNSW and the international community and added additional evidence to our claim to be Australia's leading "international" university.

Building Relationships in the International Student Marketplace

Diane Dwyer is the face of International Recruitment for the Faculty of Commerce and Economics. She sees her role as one of building strong relationships with the countries in the region from where our international students come.

After 28 years at UNSW (including five years gaining her accounting degree part-time and nine spent in the Faculty) Diane still retains passion for her role. As she says, "It's extremely satisfying to meet students in their home country and to assist them in realising their dream of studying in Australia. I then meet them on campus, at their graduations and then later at Alumni functions, often back in their home country – so I see the full circle."

Diane and her team are often the first people prospective students will meet when considering studying at UNSW. They are the "face" of the Faculty and play a vital role in building the profile of the Faculty with prospective students.

Students today are more aware of the options open to them says Diane. They are more sophisticated in their requirements.

The market has increased with many more players from a number of different countries competing for students.

"International students are highly motivated and committed and it is important that we provide an educational experience of the highest quality. All our degrees, particularly the Master of Commerce enjoy a high reputation in the regional marketplace. We are seen as a destination for quality students.

"The Faculty recruits at a very high level. We are constantly upgrading our programs to ensure that we reflect our mission of being the leading provider of business education in the region."

Diane works closely with the Australian international education agency IDP. She and her team will visit most of the provider



Diane Dwyer, Executive Officer, Faculty of Commerce & Economics interviewing prospective students in Seoul, Korea.

countries at least twice a year to recruit international students at education and careers markets. Diane also visits colleges, schools and polytechnics. This year her strategy is focussed on newer markets, such as India. As well, she is revitalising the Faculty's links with Korea, Taiwan and Malaysia.

UNSW has been a pioneer in international education right from the days of the Colombo Plan. Today international students are woven into the fabric of the Faculty and they provide an important global outlook in the learning environment. "International students bring a wonderful cultural diversity to the entire Faculty and have changed the face of education in this country".

KAREC – Forging Links with Korea

In addition to its eight schools, the Faculty has seven university research centres. Established in 2000, KAREC is a joint initiative between the Korean Research Foundation (KRF) and UNSW. KAREC has delivered workshops and seminars dealing with critical issues around the Asia-Pacific region with particular relation to Korea. Some of these seminars have involved Australian government departments such as the Department of Foreign Affairs and Trade. KAREC was established to forge a link between Korea, South East Asia, Australia and New Zealand and has already become the major national research hub for Korean studies in various areas.

KAREC is focusing on a number of international collaborative research projects at present with partnered research project teams in Malaysia, Vietnam, Indonesia, Thailand, Australia and New Zealand. KAREC currently has an ARC grant to undertake a project entitled "Strategy and

Structure of the Korean Chaebol: Changes after the 1997 Economic Crisis and Implications for Australia". This project is exploring the use of Western style management techniques in Korean companies. It looks at the changes in Korean workplaces in view of Western and Japanese management practices. The funding is over three years and is worth \$173,000.

In 2000 KAREC was awarded an ARC grant to research the "Globalisation of the Korean Automobile Industry". The research looked at how Hyundai successfully entered the Indian automobile industry and subsequently began producing and selling in the United States. The project explored the localisation of both the product management, including adapting product sizes and styles to suit a local market, and people management including quality control and staff motivation. Korean society is homogenous and it is easier to motivate and control staff than in a hierarchal society such as India. Quality control was therefore more difficult to comprehend and



The Hon. Alexander Downer, MP, Minister for Foreign Affairs, Australia and Dr. Chung-Sok Suh, Director Korea-Australasia Research Centre at KAREC Conference, June 12 2002.

implement in India. Adapting management styles to suit the local market was the key to their successful global expansion.

As well as business and economics studies, KAREC conducts extensive research in cultural studies. KAREC is currently looking at the cultural impact that Korean 'pop' culture – mass media, movies and film is having on other Asian countries.

The Dream Merchant

The Faculty set India as one of its strategic priorities for 2004–2005. In IDP India we have found supportive and involved partners to work with us in our shared vision of assisting students to find the right solution to their educational needs. The IDP India team is led by Henry A S Ledlie, a larger than life character who heads an efficient and focussed team across seven cities in India. We asked Henry about his role as Country Director for IDP in India:

Why do Indian students choose to study in Australia?

Indians go to Australia because of the worldwide acceptance and respect for Australian degrees and qualifications. International exposure to studying and working with people from different cultures is another drawcard. The Australian qualification today is the passport to a well-paid career and a secure future.

As a country Australia is very safe with a low crime rate, political stability and a peaceful society and an affordable place to study. It is the perfect education package!

What does the Faculty of Commerce and Economics at UNSW have to offer Indian Students?

UNSW has always attracted the cream of the Indian students. These students are “brand” conscious and very aware of the status of the qualification they will be obtaining. With its high ranking, UNSW offers the students not only a quality education but also global portability of the degree and skill sets.

What do you think about the range of programs that we offer at both undergraduate and postgraduate levels?

UNSW's courses are very industry focussed equipping students to secure professional employment in reputed organisations. The Faculty offers unique specialisations at the Bachelors and Masters level.

What is the feedback from students studying at UNSW?

Through my years at IDP and having had numerous students enroll at UNSW, it is reassuring to know that UNSW is not only able to attract high calibre students but also maintain the quality and standards of



Henry Ledlie, Country Director for IDP India.

their education and achieve high levels of student satisfaction. Students returning from UNSW to the Indian workforce have industry relevant market knowledge and skills (including social and communication skills) that will enable them to achieve global leadership.

How long have you been involved with IDP?

I will soon be celebrating my 10th year in my role as a Country Director with IDP India.

Why are you so passionate about your position?

Through IDP Education Australia, I see myself as a dream merchant. The buzz and the high that you get in playing an instrumental role in turning someone's dream into reality knows no bounds. It's a wow feeling!

E-health Initiative Changing Lives

In many countries, the general public don't have access to adequate healthcare systems and in lesser developed countries the situation for most of the population is dire. In remote villages with little infrastructure – no water, power or electricity – it can mean hours of driving to the nearest healthcare worker.

Through “Healthcom”, Pradeep Ray (Information Systems, Technology and Management) has been leading international collaborative efforts in research on e-healthcare systems (healthcare systems involving computer communication networks of various types) for developing countries. Healthcom, an annual event sponsored by the IEEE Communication Society, has been successfully organised over the last five years in Australia, Italy, France, USA and Japan. Pradeep has been the Chair of IEEE Technical Committee on Enterprise Networking (EntNet) that founded Healthcom in 1999.

E-Health is an ITU-D (International Telecommunication Union) initiative that looks into e-health systems for lesser developed countries with support from a number of international agencies, such as the World Health Organisation (WHO) and the UN. Pradeep (with assistance from Prof Isao Najkajima from Japan and Prof Leonid Androuchko of Ukraine) was the catalyst in bringing together Healthcom and E-Health. The E-Health meeting held at ITU office Geneva in Sept 2004 attracted delegates from about 50 countries and approved the formation of a global consortium to showcase e-Health using mobile wireless technologies for developing countries. This consortium is developing a number of concepts and projects for the benefit of healthcare in the developing world.

Healthcom2004 reported the interim findings of one such project being set up in Bhutan (with assistance from Japan) where many villages are located in mountainous terrain, over three hours drive to the nearest hospital. Similar experiments have

started in India with encouraging results. It involves kiosks with the capacity to collect patient medical information (e.g. pathology and radiology reports) and send them directly via satellite links to the central hospital. Doctors at the hospital immediately assess the patient and send back urgent medical advice through a wireless network. These e-health systems are planned to be used for a range of applications, including emergency telemedicine, epidemic control and combating bioterrorism.

The Australian government is interested in supporting ITU-D activities and endorsed Pradeep's attendance in ITU-D meetings in Geneva. Attendance at these meetings is restricted to official representatives from member countries. Pradeep will be travelling to India, China and Korea over the next year to further develop these e-Health initiatives.

Minister Downer announces strategic alliance with Chinese universities

A unique agreement between the China Scholarships Council (CSC) and the Faculty will provide high quality research training to outstanding PhD students from a number of prestigious Chinese universities.

"I am delighted that the bilateral relationship has recently expanded into the important field of business education and research with this agreement" said Alexander Downer, Minister for Foreign Affairs, in a speech at Tsinghua University on 17 August. He continued, "Joint funding will enable China's brightest research students to work on issues of significance for the Asian region and will build long-term partnerships between our two countries."

The following universities will nominate candidates for competitive selection in 2005 to commence study in early 2006.

- Tsinghua University
- Peking University
- Renmin University

- Fudan University
- Shanghai JiaoTong University
- Nanjing University

Selected students will undertake a 3-year PhD program in one of the eight schools of the Faculty. Two students will be enrolled each year from each of the participating universities, resulting in a total of 36 students in the program.

Tuition fees and living expenses will be funded jointly by the CSC and the Faculty and support for the scholarships will be sought from industry partners.

"Our vision for postgraduate research is a cohort of truly outstanding students, competitively selected from an international student pool, working on issues of significance for the Asian region" said Dean Whittred.

The China Development Bank has already agreed to support the initiative and an appeal fund will be launched in November to encourage sponsorship for scholarships from the corporate sector in Australia.

Current International Activities

International Visitors

Economics

Harry Paarsch, Dept of Economics, Iowa University, USA.

Banking and Finance

Dr Jürgen Moormann, University of Applied Sciences in Banking & Finance, Germany

Marketing

Ko de Ruyter, University of Maastricht
Terry Elrod, University of Alberta
Kwaku Atuahene-Gima, City University of Hong Kong
Rob Britton, MD, Brand Development, American Airlines

International Conferences

Over the next three months, Faculty will attend conferences in New Orleans, USA, Florida, USA, Frankfurt, Germany, Copenhagen, Denmark, Boston MA, USA, Mexico, Portland, Oregon, USA and Wellington, New Zealand.

UNSW Alumni Receptions

26 October Bangkok
28 October Singapore
29 October Kuala Lumpur

International Recruitment

Over the next three months the Faculty will make international recruiting trips to China, Hong Kong, India, Korea, Malaysia, Singapore, Thailand, Taiwan and Vietnam.

International Staff Hires

Banking and Finance

Associate Professor David Feldman, Ben-Gurion University of the Negev, Israel.

Economics

Dr David Leslie, from the University of Bristol joins the School of Economics as a Post Doctoral Research Fellow.

office of the dean

Published by: External Relations, Faculty of Commerce and Economics, The University of New South Wales

Telephone +61 (2) 9385 1574

Facsimile +61 (2) 9313 7767

Email fcedo@unsw.edu.au

Website www.fce.unsw.edu.au

CRICOS PROVIDER No: 00098G

International Exchange Opportunities

Graduates today live and work in a borderless world where information and ideas flow at lightning speed; and communities and workplaces reflect a growing diversity of cultures, languages, attitudes, and values. It is for these reasons that international exchange is becoming an increasingly popular and necessary choice for both staff and students.

The Faculty is committed to the support of international exchange for our staff and our students. Over the last few years the Faculty, led by David Morgan, Associate Dean Undergraduate, has been committed to developing relationships with a number of prestigious universities which specialise in business and commerce studies. We now

have strategic exchange partnerships with 64 institutions.

The benefits of participating in an exchange program are invaluable, offering participants an opportunity to develop both personally and professionally. For further details on the Faculty's Exchange Program see www.fce.unsw.edu.au.

coming events

- 25 November – 6–8pm, The Westin, Sydney, **2004 John V. Ratcliffe Memorial Lecture**
- 15–17 December, **Australasian Banking and Finance Conference, Shangri-La Hotel, Sydney**