## CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page Nos.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Review of 2001</td>
<td>2</td>
</tr>
<tr>
<td>School Staff</td>
<td>3</td>
</tr>
<tr>
<td>Staff Profiles</td>
<td>4 – 6</td>
</tr>
<tr>
<td>School Programs</td>
<td>7 – 16</td>
</tr>
<tr>
<td>School Enrolment Statistics 2001</td>
<td>17</td>
</tr>
<tr>
<td>Research Students</td>
<td>18</td>
</tr>
<tr>
<td>Publications 2001</td>
<td>19 – 22</td>
</tr>
<tr>
<td>Research Grants</td>
<td>23</td>
</tr>
<tr>
<td>Research Performance</td>
<td>24</td>
</tr>
<tr>
<td>International Collaborations and Professional Associations</td>
<td>25</td>
</tr>
<tr>
<td>Appointments</td>
<td>25</td>
</tr>
<tr>
<td>University Responsibilities of Staff</td>
<td>26</td>
</tr>
<tr>
<td>External Activities of Staff</td>
<td>27 – 28</td>
</tr>
<tr>
<td>Australian Centre for International Business</td>
<td>29 – 30</td>
</tr>
<tr>
<td>Korea-Australasia Research Centre</td>
<td>31 – 32</td>
</tr>
</tbody>
</table>
REVIEW OF 2001

The mission of the School of International Business at UNSW is to be a leading centre of international business teaching and research in the Asia-Pacific region. The School aims to do this by developing the knowledge and skills of its students through uniquely challenging degree programs in international business and by contributing to the advancement of knowledge through high quality research into relevant international business issues.

In 2001, there was a modest increase in enrolments for the School's courses with an enrolment of 844 students at undergraduate level and 800 students at postgraduate level making a total of 205.5 EFTSUs (2000: 194.6).

The research output of the School continued to be outstanding with 26 publications qualifying for the DEST research categories and a further 12 qualifying for the University research categories. With a total of 4.22 publications (3.21 weighted) per member of staff and a staff performance index of 1.0, the School of International Business was again one of the top performing Schools in the Faculty of Commerce and Economics in 2001.

The Korea-Australasia Research Centre (KAREC) and the Australian Centre for International Business (ACIB), both functioning as inter-disciplinary research centres located in the School, continued to make valuable contributions. Notably, KAREC was confirmed as a Centre for continuing support by the Korea Research Foundation.

A significant number of research grants were also awarded in 2001 and participation continued to be high at major research conferences including meetings of the Academy of International Business (AIB) and the Australia and New Zealand International Business Academy (ANZIBA) held in Sydney and AIB South East Asia Region held in Jakarta, Indonesia.

Professor Sid Gray
Head of School
SCHOOL STAFF

Professor of International Business and Head of School
Sidney J. Gray, BEc Syd, PhD Lanc, FCCA CPA ACIS MIMgt

Associate Professor and Associate Head of School
William R. Purcell, BCom PhD UNSW, DipJap Kyoto Gaidai

Senior Lecturers
Chung-Sok Suh, BEc Seoul National, MCom PhD UNSW

Lecturers
Sara L. McGaughey, BA MBA Monash
Pradeep K. Ray, BAEcon(Hon) MAEcon MBA Jadavpur, PhD Western Australia
Sunil Venaik, Btech IIT Kharagpur, PGDM IIM Ahmedabad, PhD UNSW
Catherine Welch, BA(Hons) MA(Hons) Monash, PhD UWS

Senior Research Fellow
Seung-Ho Kwon, BBA Keimyung, MCom PhD UNSW

Administrative Assistant
Ms. Sue Richardson

Secretary
Mrs. Grace Setiawan
STAFF PROFILES

Sid Gray
Has an economics degree from the University of Sydney and doctorate from the University of Lancaster. He was formerly Professor of International Business (Foundation for Management Education Chair) at the Warwick Business School, University of Warwick (1993-97) and Professor of Accounting and Finance at the University of Glasgow (1979-92) where he served as Head of Department (1980-87) and Director of the Centre for International Finance and Accounting (1988-92). His main research interests are in the areas of international accounting standards, foreign investment strategy, business performance of multinational enterprises, and cross-cultural management. He is co-founder and Associate Editor of the Journal of International Financial Management and Accounting and a member of the Editorial Boards of a number of international accounting and international business journals. In 1994 he received from the American Accounting Association the award of “Outstanding International Accounting Educator.” He is active in many academic and professional organisations, serving as President of the International Association for Accounting Education and Research (1992-97), Chairman of the British Accounting Association (1987), and Secretary General of the European Accounting Association (1982-83). He is a co-founder and Vice-President of the recently formed Australia and New Zealand International Business Academy. He has also served as a member of the Accounting Standards Committee for the U.K. and Ireland (1984-87) and as a member of the Consultative Group to the International Accounting Standards Committee (1996-97).

Seung-Ho Kwon
Has a doctorate in Industrial Relations from the University of New South Wales. He has considerable research experience in business systems and industrial relations, including the trade union movement, in Korea. Recently his research interests have extended into the field of foreign direct investment and employment relations of multinational companies, especially in the Asia Pacific region.

Sara McGaughey
Has an MBA degree (International Business) from Monash University. Her current research interests and publications focus on the internationalisation of technology-based firms, including the dynamics of internationalisation, the strategic management of intellectual assets across borders, and strategic participation in standard-setting by small and medium enterprises. She also has a particular interest in research methodology. Additional areas of research and publication have included international human resource management and cross-cultural management issues.

Bill Purcell
Has a doctorate in Economics from the University of New South Wales and a graduate diploma in Japanese language from Kyoto University. His research interests are in the areas of multinational enterprise theory, Japanese and Korean multinational enterprises, entry mode and ownership choice, headquarter-subsidiary control, and regional headquartering. His previous appointments in the Faculty were as Head of the School of Asian Business and Language Studies (1990-98) and Director of the Japanese Economic and Management Studies Centre (1990-97). Before that he was Professor in the Department of International Relations at the University of Tokyo (1986-89). He is currently the Secretary/Treasurer of the Australia-New Zealand International Business Academy, and is the Deputy Director of the Australian Centre for International Business. He is also a member of the Executive Board of the Asia-Australia Institute and the Chairperson of the Japanese Ministry of Education (Monbusho) Scholarship Committee. He has extensive
consulting experience in international joint venturing and negotiating between Japanese and Australian multinational firms.

**Prem Ramburuth**
Has a master's degree in education and educational administration from the University of Sydney and doctorate from the University of New South Wales. She has considerable experience in teaching and managerial roles in South Africa and Australia. She has held previous positions as Head of the Department of Overseas English (Institute of Languages) and Deputy Director of the Learning Centre at UNSW. She has also been Director of the Education Development Unit in the Faculty of Commerce and Economics, UNSW until the end of 2000. Her research interests include the areas of cross cultural management, international assignments, managing diversity, the internationalisation of higher education, cross cultural learning and development, and inter-cultural communication. Her consulting experience is in cross cultural learning, training and development, and involves national and international projects.

**Pradeep Ray**
Has an MBA degree from Jadavpur University and doctorate from the University of Western Australia. His current research interests span multinational enterprises in developing countries, foreign direct investment in South-Asia, strategic trade and technology development in the newly industrialising economies (NIEs). Prior to joining the School, Pradeep was Lecturer in Strategic Management and International Business at the University of Western Australia and at LaTrobe University, Melbourne. Pradeep also has ten years experience of working in industry in India in various multinational affiliates. Before coming to Australia he was Product Manager for EMI Music India.

**Chung-Sok Suh**
Has an economics degree from Seoul National University and doctorate from the University of New South Wales. He has published in the areas of International Trade, Foreign Direct Investment with a strong emphasis on the Asia-Pacific Economies, and the economic relationship between Australia and Korea. Currently, his research focus is in the areas of Foreign Direct Investment, MNE strategies and management in the Asia-Pacific region. He is currently the Director of the Korea-Australasia Research Centre, the University of New South Wales, and Member of the Advisory Council for Democratic and Peaceful Reunification of Korea.

**Sunil Venaik**
Has a first class honours degree in mechanical engineering from the Indian Institute of Technology, Kharagpur, a post-graduate degree in business management from the Indian Institute of Management, Ahmedabad and a doctoral degree from the Australian Graduate School of Management. His research interests are in the areas of global marketing and international joint ventures. His publications include a paper accepted for publication in Organisation Science, a chapter in a book on globalisation, and a number of papers under review/revision for leading international academic journals. Prior to joining the School, Sunil gained five years teaching experience in marketing, international marketing and quantitative methods at the University of Western Sydney, Nepean. Sunil also has nearly ten years industry experience at both the functional management level in manufacturing and marketing, and at the general management level as the CEO of a firm. Sunil returned to India in July 2001 to take up appointment as an Assistant Professor in one of the country’s leading business schools, the Indian Institute of Management in Ahmedabad.

**Catherine Welch**
Joined the School in July 2001. She recently completed her PhD thesis from the University of Western Sydney on 'Firm-Government Relations in International Business Networks'. A
first class honours graduate from Monash University, she was formerly an Associate Lecturer at UWS. At UNSW she is teaching in the areas of the international business environment, the multinational enterprise and international business strategy. Her research interests include firm-government relations in international business, networks in international business and qualitative research methodology.
BACHELOR OF COMMERCE/BACHELOR OF ECONOMICS

International Business is offered as a single major and co-major in the BCom degree and as a co-major in the BEc degree.

International Business is a rapidly growing field of study dealing with the development, strategy and management of multinational enterprises. Business is becoming increasingly international and the most effective leaders and professionals of the future will be those who know how to deal with the problems of doing business and managing organisations in a complex and uncertain global business environment. Doing business and making decisions internationally involves greater complexity and is much more challenging compared to decision making restricted to the domestic context. Special knowledge and skills are required to be successful at international business. Strategic decisions have to be made about which countries to operate in and whether or not to export or licence, whether to set up a new facility, establish a joint venture or acquire an existing business, and how to sustain competitiveness internationally. Critical issues requiring analysis and judgement at the international level include global strategy, country risk, business negotiations, cultural differences, and performance measurement and evaluation.

The structure and content of the International Business major was recently revised and with effect from 2002 students wishing to specialise in the area of International Business are required to complete 5 compulsory courses plus select at least 3 optional courses for a single major and 2 courses for a co-major. The major may be completed in 3 years commencing in Year 1 (Option A) or 2 years commencing in Year 2 (Option B).

**Option A**

**Year 1**

**Core courses in Commerce & Economics:**
- Accounting and Financial Management 1A (ACCT1501)
- Accounting and Financial Management 1B (ACCT1511)
- Microeconomics 1 (ECON1101)
- Macroeconomics 1 (ECON1102)
- Quantitative Methods A (ECON1202)
- Quantitative Methods B (ECON1203)

**Compulsory International Business Courses:**
- Global Business Environment (IBUS1001)
- Managing Across Culture (IBUS1102)

**Year 2**

**Compulsory International Business course:**
- International Business and Multinational Operations (IBUS2101)

**Optional Courses:**
- Optional courses in international business from the course options listed below.
Year 3

**Compulsory International Business courses:**
- International Business Strategy (IBUS3101)
- Asia-Pacific Business (IBUS3102)

**Optional Courses:**
Optional courses in international business from the course options listed below.

Option B

Year 1

**Core courses in Commerce & Economics:**
- Accounting and Financial Management 1A (ACCT1501)
- Accounting and Financial Management 1B (ACCT1511)
- Microeconomics 1 (ECON1101)
- Macroeconomics 1 (ECON1102)
- Quantitative Methods A (ECON1202)
- Quantitative Methods B (ECON1203)

**Optional Courses:**
Two optional courses in Commerce & Economics

Year 2

**Compulsory International Business course:**
- Global Business Environment (IBUS1101)
- Managing Across Cultures (IBUS1102)
- International Business and Multinational Operations (IBUS2101)

**Optional Courses:**
Optional courses in international business from the course options listed below.

Year 3

**Compulsory International Business courses:**
- International Business Strategy (IBUS3101)
- Asia-Pacific Business (IBUS3102)

**Optional Courses:**
Optional courses in international business from the course options listed below.

By the end of Year 3, students must have completed at least three (3) optional courses in International Business to qualify for a major or two (2) for a co-major in this field.

**OUTLINES OF CORE COURSES**

**Global Business Environment (IBUS1101)**
This course examines key global environmental factors and issues impacting on the development of international business. Major topics include: globalisation of business;
national differences in the political, social and legal environment; political and country risk; cultural differences and their impact on international business; ethical issues in international business; international trade issues; theory and politics of foreign direct investment; international competitiveness; the internationalisation of business activities and the development of multinational enterprises; foreign exchange markets; the international monetary system and development of the global capital market.

Managing Across Cultures (IBUS1102)
The aim of this course is to develop a conceptual and practical understanding of how people differ across cultures, how these cultural differences impact on international business interactions, and how organisations can recognise and value cultural differences, aspects that are critical to the international business environment. Topics include the nature and dimensions of culture, managing cultural differences, the dynamics of intercultural communication, negotiating across cultures, working with multi-cultural teams, managing cross-border conflicts, and global perspectives to leadership, motivation and decision making. Further topics include human resource development across cultures and issues unique to global management including cross-cultural entry and re-entry transitions, problems relating to expatriation and repatriation, and the challenges of managing global careers. Central to this course is the integration of theory and practice, analyses of international business case studies, role plays, interactive and experiential learning activities, and the critical evaluation of relevant readings and journal articles.

International Business and Multinational Operations (IBUS2101)
The focus of this course is on the multinational enterprise and the management of cross-border operations. Major topics include: multinational enterprises and the internationalisation process; motives for foreign investment; strategy of international business; organisation of international business; foreign market selection and entry strategy; exporting, importing and countertrade; the management of international business operations including an introduction to international human resource management, learning and knowledge management, manufacturing and materials management, marketing management, and accounting and financial management.

International Business Strategy (IBUS3101)
This course covers the fundamentals of strategic management from the perspective of both large and small organisations operating internationally. It thus builds directly on prior studies in international business and focuses on corporate and business level strategies, rather than functional strategies. Particular emphasis is given to the dynamics of the competitive environment and emerging issues. Major topics include: theoretical perspectives on strategic management in the international business arena; the interface between the firm’s internal and external environments; country selection; mergers and acquisitions; management of strategic alliances; the role of government in international strategy; emerging technologies and intellectual property; strategic use of international standards; and international entrepreneurship.
Asia-Pacific Business (IBUS3102)
This course focuses on competitive strategy and the comparative management of businesses across the Asia-Pacific and South Asia. The course is designed to provide a strategic perspective on the macro-micro issues impacting on Asian business today. It examines the regional factors impinging upon the behaviour of Asian businesses and provides strategic insights into successful business models in the region. Critical attention is given to the external and internal environments of Asian business, the nature and sources of competitive advantage of domestic enterprises, and to the organisational aspects of developing and managing multinational and domestic enterprises across the region. The course is designed to provide students with the conceptual tools to understand: the dynamic interaction between markets and public policy guiding the behaviour of multinational and domestic enterprises within the Asia-Pacific; comparative management systems and innovation behaviour across a selection of countries namely Japan, Korea, China, India and Southeast Asia, including Taiwan, Hong Kong, Singapore and Malaysia; and perspectives on foreign direct investment in the Asia-Pacific region.

OPTIONAL COURSES

A wide range of optional courses in international business are available which provide students with an outstanding choice of courses to enhance their knowledge in the contextual, functional and communication areas of international business. These courses, which are shown below, are taken in the second and third year of the degree.

Business and Economic Context

Courses in this category incorporate key business, management, economic, financial and industrial perspectives on international business. The following courses are offered by the School:

♦ Japanese Business (IBUS2103)
♦ Korean Business (IBUS2104)
♦ Chinese Business Enterprise (IBUS2105)

Japanese Business (IBUS2103)
Recent Japanese business and economic performance; corporate strategy; organisational strategy and human resource management practices; impact of culture on management style and decision making; industrial organisation and business groups; corporate finance and governance; role of small and medium size enterprises; quality control and just-in-time production; information structures in the Japanese firm; subcontracting and assembler-supplier relations; FDI and overseas production; human resource management transfer; government-business relations.

Korean Business (IBUS2104)
An introduction to the Korean economy and business practice. Topics include: Korea’s economic development and growth; economic policies; government-business relations; corporate structure and enterprise groupings; Chaebol; industry system; workplace practices; decision-making procedures; business negotiations; and socio-cultural elements in business and management.
Chinese Business Enterprise (IBUS2105)

Additional courses are as follows:
- Economics of Global Interdependence (ECON2111)
- Economics of Japanese Business and Government (ECON2116)
- Economics of Tourism (ECON2117)
- International Monetary Economics (ECON3104)
- Development Economics (ECON3110)
- The Newly Industrialising Economies of East Asia (ECON3112)
- Economic Development in ASEAN Countries (ECON3113)
- International Economics (ECON3116)
- Asian Capital Markets (FINS2622)

Business Functions
Courses in this category are drawn from the full range of functional issues in international business.
- Global Financial Reporting and Analysis (ACCT3601)
- Management Accounting Issues and International Best Practice (ACCT4820)
- International Business Law (LEGT1715)
- International Business Taxation (LEGT7791)
- International Business Finance (FINS3616)
- International Corporate Governance (FINS3626)
- International Banking (FINS3650)
- International Insurance Management (FINS3651)
- Global Data Networks (INFS2617)
- Advanced Global Data Networks (INFS3618)
- Electronic Commerce (INFS3685)
- International Employment Relations (IROB2703)
- International & Global Marketing (MARK3071)

Languages
The study of additional languages is strongly encouraged and students have a number of options available:
- Japanese
- Korean
- Chinese
- Indonesian
- French
- German
- Greek
- Spanish
- Russian

Besides the opportunity to study one or more language courses, a language may also be studied as a co-major with international business.

Communicating in Business (IBUS1001)
This is a recommended Commerce and Economics optional course offered in Session 1. The course aims at extending students’ understanding of theories and principles of communication, and developing their abilities to communicate effectively in academic, business, and international business contexts. It explores topics in language, culture and communication, critical thinking and analysis, non-verbal communication, interpersonal communication, conflict resolution and negotiation, communication for the workplace, and ethics in communication. The course also provides opportunities for enhancement of business writing and presentation skills.

**Student Exchanges**

Students are encouraged to spend a semester abroad. The University has exchange agreements with a wide range of Universities around the world including the United States, Japan, the United Kingdom, Sweden and so on.

**BACHELOR OF ARTS/ BACHELOR OF INTERNATIONAL STUDIES/ BACHELOR OF SOCIAL SCIENCE**

International Business is now also offered (effective 2001) as a major in the Bachelor of Arts, Bachelor of International Studies, and Bachelor of Social Science degrees.
A Master of Commerce degree in International Business is offered by the School.

Students wishing to specialise in International Business are required to complete at least six International Business courses, consisting of four compulsory special courses and two optional courses from the range of options listed below.

**Four compulsory special courses:**
- Global Business and Multinational Enterprise (IBUS5601)
- Cross-Cultural Management (IBUS5602)
- Global Business Strategy and Management (IBUS5603)
- Asia-Pacific Business and Management (IBUS5604)

At least two further units are required to qualify for the Master of Commerce degree, which can be taken from the list of International Business options or from the range of courses offered by the Faculty of Commerce and Economics.

The details of courses offered as of 2001 are shown below.

**OUTLINES OF CORE COURSES**

**Global Business and Multinational Enterprise (IBUS5601)**
The globalisation of business and the challenge of dynamic political, economic, social and technological environments. The impact of cultural differences on international business transactions and international management. The evolution and development of the multinational enterprise and alternative contractual modes including exporting, licensing, franchising and manufacturing. International acquisitions, joint ventures and strategic alliances. Theories of the internationalisation process and foreign direct investment by multinational enterprises. The relationships of multinationals with governments and issues of political risk.

**Cross-Cultural Management (IBUS5602)**

**Global Business Strategy and Management (IBUS5603)**
Asia-Pacific Business and Management (IBUS5604)

OPTIONAL COURSES

A wide range of optional special courses in international business are available which provide students with an outstanding choice of courses to enhance their knowledge in the contextual, functional and communication areas of international business. To qualify for the Master of Commerce in International Business at least two courses from those shown below must be taken, although students may include more courses from this selection if they wish.

The following courses are offered by the School:
♦ Japanese Business and Management (IBUS5605)
♦ Chinese Business and Management (IBUS5606)
♦ International Entrepreneurship and New Venture Management (IBUS5607)

Japanese Business and Management (IBUS5605)
Impact of ‘bubble’ economy collapse and currency crisis on Japanese business; new directions in corporate strategy and human resource management; culture and management style; corporate strategy and inter-organisational relationships; corporate finance and governance; dynamics of small business and entrepreneurship; Japan's production system; information structures in the Japanese firm; business networks and supplier relations; globalisation of Japanese business; the Japanese MNE; Japanese management overseas.

Chinese Business and Management (IBUS5606)
A business and management perspective on the People’s Republic of China. The macroeconomic, legal and operational environment of Chinese business enterprises; analysis of business procedures and management in China; and an overview of Australian-Chinese business relations. Topics include enterprise reform, enterprise finance and stock markets, accounting and taxation, foreign trade and internationalisation, enterprise management and Australian trade and investment links with China. Special attention will be given to problems of enterprise reform, the continuing role of the state, Chinese business practices, including “guangxi” and business negotiations, and the management of foreign investment enterprises in China.

International Entrepreneurship and New Venture Management (IBUS5607)
Entrepreneurship (and intrapreneurship) in both large and small firms, recognising the increasing crucial role of the international dimension. Key questions addressed include: What is an entrepreneur? What opportunities and challenges do entrepreneurs face (or create) in the international arena? How can these opportunities and challenges be managed creatively and effectively? These questions are addressed from both economic and behavioural perspectives. An emphasis is placed on: the processes of innovation and entrepreneurship; identifying opportunities, planning for and managing a growing venture in the international marketplace from a variety of functional perspectives; and developing an entrepreneurial mindset.
Additional courses are as follows:

- International Accounting and Multinational Enterprises (ACCT5905)
- Business Risk Management (ACCT5919)
- Value-Based Management in a Global Economy (ACCT5955)
- International Economics (ECON5104)
- Developing Economies and World Trade (ECON5110)
- Economic Development and Transition (ECON5112)
- International Trade Policy (ECON5118)
- International Monetary Economics (ECON5153)
- Business and the New Europe (ECOH5352)
- Asian Financial Market Analysis (FINS5522)
- International Corporate Finance (FINS5516)
- International Corporate Governance (FINS5526)
- International Banking Management (FINS5550)
- International Insurance (FINS5551)
- Elements of Tourism and Hospitality (HOSP5901)
- Asian Information Resources and Technology (IMGT5460)
- Global Business Data Networks (INFS5972)
- Managing Electronic Commerce (INFS5985)
- International Dimensions of Negotiation Behaviour (IROB5912)
- Human Rights and Industrial Relations (IROB5728)
- International Human Resource Management (IROB5949)
- Business Law in a Global Economy (LEGT5562)
- International Business Taxation (LEGT5583)
- International Marketing (MARK5903)
- Marketing in Asia (MARK5917)

Languages

The study of additional languages is strongly encouraged and students currently have the options to study Chinese and Japanese.

- Business Japanese A (JAPN5100)
- Business Japanese B (JAPN5101)
- Professional Japanese A (JAPN5102)
- Professional Japanese B (JAPN5103)
- Business Chinese A (CHIN5006)
- Business Chinese B (CHIN5007)
- Chinese-Language Management Case Studies (CHIN5008)
- Chinese for Commercial Use (CHIN5009)

Special Topic/ Project Report in International Business

There is also an option which provides an opportunity to study a special topic in international business, chosen by the student in consultation with the Head of School. In addition, it is possible to work on a project, equivalent to two courses, involving more in-depth research. The topic of this project is again chosen in consultation with the Head of School.

Business Communication (IBUS5681)

This course is a core unit in the Master of Commerce and other graduate programs. It is offered by the School, but is not an option for the International Business specialisation. The course raises awareness of effective business communication skills and strategies, develops students’ capacity to manage communication processes, and enhances communication competence. It discusses theories and principles of communication, and examines topics in
language and communication, critical thinking, argument and reasoning, persuasion, ethics in communication, non-verbal communication, interpersonal communication, intercultural communication, small group communication, negotiation, leadership, organisational communication, and written and spoken communication. It explores international perspectives to communication, and the management of cultural diversity in both local (national) and global workforces.

Teaching and Learning Methods

A variety of teaching methods are used to facilitate student learning. These include lectures, discussion groups, small group work, pair work, simulations and role play. Students are also required to analyse case studies, make class presentations, and work on individual and group projects.

Entry Requirements

A Bachelor's degree from a recognised tertiary institution or equivalent qualification is required. Applicants do not need to have completed any commerce or economics courses previously. However, students with a Bachelor of Commerce or the equivalent are eligible to receive exemptions from the 'core' units required for the Master of Commerce degree and so may complete the required program of eight courses in one year of full-time or two years of part-time study. Students without prior studies in commerce and economics must complete the following four core units for the Master of Commerce degree before entering the International Business program.

Required core units:
- Accounting: A User Perspective (ACCT5901)
- Business Economics (ECON5103)
- Statistics for Business (ECON5203)

Plus one option from:
- Corporate Finance (FINS5511)
- Global Business and Multinational Enterprise (IBUS5601)
- Business Communication (IBUS5681)
- Intellectual Organisation of Information and Records (IMGT5120)
- Business Information Systems (INFS5988)
- Management, Work and Organisation (IROB5700)
- Legal Foundations of Business (LEGT5511)
- Elements of Marketing (MARK5902)
### SCHOOL ENROLMENT STATISTICS 2001

#### UNDERGRADUATE COURSES

<table>
<thead>
<tr>
<th>Course ID</th>
<th>Overseas Students</th>
<th>Local Students</th>
<th>TOTAL 2001</th>
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<tbody>
<tr>
<td>IBUS1001 Communicating in Business</td>
<td>23</td>
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<td>65</td>
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<tr>
<td>IBUS1002 Intercultural Business Communication</td>
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<td>45</td>
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</tr>
<tr>
<td>IBUS2101 International Business &amp; Multinational Enterprises</td>
<td>57</td>
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<td>IBUS2102 Managing Across Cultures</td>
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<td>IBUS3102 Asia-Pacific Business</td>
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<td>IBUS3106 Asia-Pacific Business</td>
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<tr>
<td>Total Undergraduate Students</td>
<td>399</td>
<td>445</td>
<td>844</td>
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<td>EFTSUs Undergraduate</td>
<td>49.88</td>
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#### POSTGRADUATE COURSES

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<th>Course ID</th>
<th>Overseas Students</th>
<th>Local Students</th>
<th>TOTAL 2001</th>
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<tr>
<td>IBUS5000 F-Time Thesis PhD in International Business</td>
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<td>IBUS5001 P-Time Thesis PhD in International Business</td>
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<td>IBUS5601 Global Business &amp; the Multinational Enterprise</td>
<td>137</td>
<td>54</td>
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<td>IBUS5602 International Business &amp; Cross-Cultural Management</td>
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<td>42</td>
<td>131</td>
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<td>IBUS5603 Global Business Strategy &amp; Management</td>
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<td>108</td>
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<td>IBUS5604 Asia-Pacific Business &amp; Management</td>
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<td>IBUS5605 Japanese Business &amp; Management</td>
<td>21</td>
<td>8</td>
<td>29</td>
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<td>IBUS5606 Chinese Business &amp; Management</td>
<td>57</td>
<td>23</td>
<td>80</td>
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<tr>
<td>IBUS5607 International Entrepreneurship &amp; New Venture Management</td>
<td>3</td>
<td>12</td>
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<tr>
<td>IBUS5681 Business Communication</td>
<td>86</td>
<td>44</td>
<td>130</td>
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<tr>
<td>IBUS5691 Special Topic in International Business</td>
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<td>--</td>
<td>2</td>
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<tr>
<td>IBUS5699 Project Report in International Business</td>
<td>--</td>
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<tr>
<td>Total Postgraduate Students</td>
<td>540</td>
<td>260</td>
<td>800</td>
<td>763</td>
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<tr>
<td>EFTSUs Postgraduate</td>
<td>67.5</td>
<td>32.5</td>
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#### GRAND TOTAL Undergraduate & Postgraduate Students

<table>
<thead>
<tr>
<th>Grand Total</th>
<th>939</th>
<th>705</th>
<th>1644</th>
<th>1557</th>
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#### GRAND TOTAL EFTSUs

| Grand Total EFTSUs | 117.38 | 88.12 | 205.5 | 194.6 |
RESEARCH STUDENTS

Enrolled for PhD:

Full-time

Mrs. Kartika D. Antono, Ir Satyawacana, MIM AIM

Mr. William K.W. Choy, BCom Murdoch
Thesis title: “Comparative research on the inter- and intra-cultural variations of basic individual and work values held by the diverse workforce in a Singaporean multinational corporation and its subsidiaries”

Mrs. Youngok Kim, BA Hankuk, BCom Manitoba, MCom ANU

Part-time

Mr. Gerhard Gniewosz, BA,GradDipBusAdm MCom DipCom Otago, CPA
Thesis title: "Organisational Reward Systems, Managerial Preferences and Commitment: A Study of Cultural Influence"
PUBLICATIONS 2001

Books


Chapters in Books


Research Monographs

Refereed Journal Articles


Professional Journal Articles


Conference Proceedings


Purcell, W.R. (with S. Nicholas) "Regional Clusters and Learning Networks" International Conference on Multinational Enterprise Learning (Pusan, Korea September 16-19, 2001).


**Discussion Papers/Reports**


RESEARCH GRANTS IN 2001

S.J. Gray (with R.D. Morris)
Corporate Transparency in Asia before and after the Asian Financial Crisis
Faculty Special Research Grant: $4,000

S-H. Kwon
Business Strategy and Employment Relations in the Korean Chaebol in the aftermath of the Asian Economic Crisis
Faculty Special Research Grant: $3,967

Y. Kim and S.J. Gray
Corporate Transparency by Korean Companies following the 1997 Economic Crisis
KAREC Grant: $2,000

W. Purcell and C. Suh
Korean MNEs in the Asia Pacific
ARC Large Grant: $38,000

P. Ramburuth
Knowledge Management and Cultural Capital: How do Australian Firms Perform?
Faculty Special Research Grant: $2,000

P. K. Ray
Foreign Dependence and the Propensity for Inter-Firm Linkages in Multinational and Local Enterprises in India
Faculty Special Research Grant: $3,550
## RESEARCH PERFORMANCE 2001

<table>
<thead>
<tr>
<th>DETYA Publications</th>
<th>No.</th>
<th>Weighted</th>
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<tbody>
<tr>
<td>Books (A1)</td>
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<tr>
<td>Book Chapters (B1)</td>
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<tr>
<td>Refereed Journal Articles (C1)</td>
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<td>Published Conference Papers (E1)</td>
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<td><strong>TOTAL</strong></td>
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<table>
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<tr>
<th>Non-DETYA Publications</th>
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<td>Books and Monographs (A2)</td>
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<tr>
<td>Edited Books (A3)</td>
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<tr>
<td>Book Chapters (B2)</td>
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<tr>
<td>Professional Articles (C3)</td>
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<td>Conference Extracts (E3)</td>
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<td>-</td>
<td>-</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td>12</td>
<td>8.00</td>
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**GRAND TOTAL** 38  28.85

**Grand total publications per member of staff** 4.22  3.21

Staff Performance Index (SPI) = 1.0
External Grant Performance Index (GPI) = 0.67
Postgraduate Supervision Index (PSI) = 0.33
INTERNATIONAL COLLABORATIONS AND PROFESSIONAL ASSOCIATIONS

- The School represents the Faculty of Commerce and Economics in the Pacific Asian Consortium for International Business Education and Research (PACIBER).

- The School is a foundation member of the Australia and New Zealand International Business Academy (ANZIBA).

APPOINTMENTS

- Professor Sid Gray was elected President of the Australia and New Zealand International Business Academy (ANZIBA) for the period 2002-2004 at the annual meeting held in Sydney in November 2001.
UNIVERSITY RESPONSIBILITIES OF STAFF

Sid Gray  
Head, School of International Business  
Co-Director, Australian Centre for International Business  
Member, Heads of Schools Committee  
Member, Faculty Education Committee  
Member, Faculty Research Committee  
Member, Faculty Standing Committee

Sara McGaughey  
Member, Management Committee, Australian Centre for International Business  
Member, Faculty Student Liaison Committee

Bill Purcell  
Associate Head of School  
Deputy Director, Australian Centre for International Business  
Member, Faculty Standing Committee  
Member, Faculty Research Grants Sub-Committee  
Member, Executive Board, Asia-Australia Institute  
Member, Faculty of Arts and Social Sciences Senior Lecturer Promotion Committee

Prem Ramburuth  
Director, Education Development Unit  
Member, Faculty Education Committee  
Member, Faculty Student Liaison Committee  
Member, Staff Development and Teaching Group (Office of the Pro-Vice Chancellor, Education)  
Member, Global Skills 2000 (Equity and Diversity Unit)  
Member, First Year Experience Group (Counselling Unit)

Pradeep Ray  
Member, Faculty IT Committee

Chung-Sok Suh  
Member, Faculty Education Committee  
Director, Korea-Australasia Research Centre  
School Postgraduate Studies Co-ordinator  
Admissions Committee School Representative

Sunil Venaik  
School Library Representative

Catherine Welch  
School Library Representative
EXTERNAL ACTIVITIES OF STAFF

Sid Gray
- Foundation Vice-President, Australia-New Zealand International Business Academy (ANZIBA)
- Member, Executive Committee, International Association for Accounting Education and Research (IAAER)
- Associate Editor, Journal of International Financial Management and Accounting, USA
- Member, Editorial Board, Journal of International Accounting, Auditing and Taxation, USA
- Editorial Consultant, Asian Review of Accounting, Hong Kong/Australia
- Editorial Consultant, Asia-Pacific Journal of Accounting, Hong Kong
- Editorial Consultant, Journal of Accounting Education, USA
- Member, Editorial Board, Advances in International Accounting, USA
- Member, Editorial Board, Management International Review, Germany
- Member, Editorial Board, Indian Accounting Review, India
- Member, Editorial Board, International Journal of Accounting, USA
- Member, Editorial Board, China Accounting and Finance Review, People’s Republic of China
- External Examiner, Hong Kong Business School, University of Hong Kong

Sara McGaughey
- Member, Academy of International Business
- Member, Academy of Management

Bill Purcell
- Foundation Secretary/Treasurer, Australia-New Zealand International Business Academy
- Chair, Japanese Ministry of Education (Monbusho) Scholarship Selection Committee
- Chair, Japanese Government Education and Training Program (JET) Selection Committee

Prem Ramburuth
- Member, Academy of International Business
- Member, Academy of International Business South East Asia Region
- Member, Higher Education Research and Development Society of Australasia
- Member, Australian Human Resource Institute
- Member, Advisory Panel, Study Skills Centre, Australian National University
- Examiner, International English Language Testing System (IELTS); Occupational English Test (OET); Combined Universities Language Test (CULT)

Pradeep Ray
- Member, National Centre for South Asia Studies
- Member, Academy of International Business South East Asian Region
- Liaison with Indian Institute of Management, Calcutta and International Management Institute, New Delhi
Chung-Sok Suh
- President, Korean Studies Association of Australasia
- Examiner (Korean Panel), National Accreditation Authority for Translators and Interpreters (NAATI)
- Overseas Member, The Advisory Council on Democratic and Peaceful Unification, the Republic of Korea
- Member, Academy of International Business

Sunil Venaik
- Member, Academy of International Business

Catherine Welch
- Member, Academy of International Business
AUSTRALIAN CENTRE FOR INTERNATIONAL BUSINESS

The Australian Centre for International Business (ACIB), a collaborative venture between the School of International Business at UNSW and the Department of Management at the University of Melbourne, was established in 1998. The ACIB studies the international aspects of strategy & management, human resource management, industrial relations, corporate history, accounting, finance, information systems, organisational behaviour and marketing.

The ACIB’s objectives are:

• To initiate and develop leading edge research in international business
• To act as a mechanism for coordinating research activities, including applying for research grants and collaborative research project with industry and government
• To encourage postgraduate research in the field of international business

Major research projects in progress include:

- Factors Influencing the Location of Regional Headquarters by MNEs
- The Management of International Assignments in Australian-Owned and Australian-Based Multinational Enterprises
- Managing Workforce Diversity: Insights into Policies and Practices
- Knowledge Management and Cultural Capital: How Do Australian Firms Perform?
- Foreign dependence and the propensity for vertical inter-firm linkages in multinational and local enterprises in India
- Business Strategy and Human Resource Management in the Korean Chaebol in the aftermath of the Asian Economic Crisis, Special Research Grant from Australia-Korea Foundation
- Flying Geese of National Development or Flying Goose of Foreign Direct Investment?
- Globalisation Strategies of South Korean Corporations: Recent Changes and Prospect – A Case Study on Three Large Korean Electronics Companies

The ACIB publishes regular surveys of international business opinion on international investment and export trends. These surveys are reported in The Australian, in an exclusive arrangement, and distributed to major international companies throughout Australia.

In addition, business reports and discussion papers are published on a regular basis for business and academic audiences.

ACIB VIDEOS ON INTERNATIONAL BUSINESS

In November 2000, the Australian Centre for International Business released two educational videos featuring Professor Alan Rugman, then at the University of
Oxford. These videos, edited by Sara McGaughey and Associate Professor Bill Purcell, are based on seminars given by Professor Alan Rugman at the Australia and New Zealand International Business Academy Conference, hosted by the School of International Business at UNSW in late 1999.

Professor Rugman’s presentations were videotaped at UNSW by METS (Media Education and Technology) and edited to produce two professional educational videos. Alan Rugman also generously granted the ACIB the rights to market these videos worldwide on a royalty free, non-profit basis for educational purposes.

The reasons ACIB developed these videos were: First, as an eminent scholar based overseas, it was desirable to share Alan Rugman’s one-off visit with subsequent cohorts of students in Australia and, as it turns out, overseas. Second, the costs of comparable videos from overseas are often prohibitive for many institutions and individuals - so the aim was to make these videos as affordable as possible. Third, this project seemed a way in which a useful contribution to research and teaching in international business could be made while also furthering the domestic and international profile of ACIB and the School of International Business.

As educational resources, these videos are proving to be a great success. In terms of geographic reach and the building of the ACIB and School of International Business profile internationally, about 57% of sales are in Australia, and include private and library purchases. 10% of sales are in Europe, 16% in South East Asia, and 17% in North or South America. Positive feedback has also been received from a number of colleagues teaching on International Business programs at other Australian campuses. Professor Peter Liesch at the University of Queensland, for example, uses the videos in his MBA class, and made the observation that "the ACIB videos have provided a focal point for a more considered and in depth discussion of controversial issues in international business. Alan Rugman's views often incite debate."

The two videos are structured so that there are natural partitions where one can pause and explore issues. In the video titled Multinational Enterprises and the End of Global Strategy, these partitions are made explicit by slides summarising the key points of the preceding sections, followed by a question introducing the next section.

Details of these videos and order forms are provided at:

The ACIB’s website is at: http://ibus.web.unsw.edu.au/acib.htm
Objectives

KAREC is a non-profit research institution established through the joint efforts of the Korea Research Foundation and the University of New South Wales. It aims to conduct and support research into all areas of Korean Studies in Australia, New Zealand and Southeast Asia including examining the relationship between Korea and Australasia, which incorporates the Southeast Asian region. The Centre also supports researchers and interest groups through a range of valuable programs, including scholarships. To support socio-cultural, political and economic exchanges in the regions, KAREC provides professional consulting and unique training programs for those involved in the exchanges.

KAREC has the following major activities:

Research Activities

KAREC Research Projects

Research projects in all areas of Korean Studies, including Politics, Economics, Management, Sociology, Language and History.

Collaborative Research Projects

Collaborative research projects in conjunction with other institutions researching in Korean Studies, located in Australasia, Southeast Asia, and in Korea.

Regional Support

Provision of support to research activities of other institutions and researchers in the Australasia and Southeast Asia region.

Publication

Publication of research discussion papers and monographs.

Support and Network

Teaching in Korean Studies

Support for the development of teaching programs in Korean language and Korean Studies courses at various institutions in Australasia and Southeast Asia as well as, providing in conjunction with other research centres and teaching institutions in the region, training, development courses, workshops and seminars for teachers in Korean language and Korean Studies.
Regional Network

Promotion and assistance to the academic exchange among the scholars in Korean Studies studying in Korea, Australasia and Southeast Asia. For students majoring in Korean Studies, various scholarships and student exchange programs are also offered between Australia, Southeast Asia and Korea.

Consulting and Professional Training

Research and Consulting

Provision of trainings related to the investment, management and regional relations in Australasia and Southeast Asia, as well as providing for information and research in Korean Studies.

Professional Development Courses

Provision of effective professional training courses to government institutions, business communities, researchers and students in the areas of trade and/or international relations between Korea-Australia, Australia-Southeast Asia, designed according to the needs and characteristics of each group.

KAREC’s website is at: http://karec.web.unsw.edu.au