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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 mid-2002 our Head of School, Professor Sid Gray took up new responsibilities as the Associate Dean, Postgraduate Studies, and A/Professor William Purcell replaced Professor Sid Gray as the Head of School. Despite the above changes, the School of International Business continued to enjoy a healthy growth in 2002, with 52.86% increase in student enrolments over the previous year. This year we had our first PhD student, Youngok Kim completed her degree and 3 new PhD students commenced their study program.

The structure and content of the International Business program for undergraduate students (both Commerce & Arts) was revised in 2002 where students wishing to specialise in the area of International Business are required to complete 5 compulsory courses plus 3 optional courses for a single major or 2 optional courses for a co-major. This is explained in more details under the School Programs.

The research output of the School continued to be outstanding with 20 publications qualifying for the DEST research categories, a total of 2.3 weighted average per member of staff and a staff performance index of 1.05.

A number of research grants were awarded to the staff in 2002. Our staff continued to participate at major research conferences including annual meetings of the Academy of International Business (AIB) in San Juan, Puerto Rico and the Australia-New Zealand International Business Academy (ANZIBA) in Brisbane, Australia.

The Korea-Australasia Research Centre (KAREC) and the Australian Centre for International Business (ACIB) continued their presence and made valuable contributions as inter-disciplinary research centres in the School.

A/Prof. William Purcell
Head of School
SCHOOL STAFF

Professor of International Business and Head of School (January-April)
Sidney J. Gray, BEc Syd, PhD Lanc, FCCA CPA ACIS MiMgt

Associate Professor and Head of School (May-December)
William R. Purcell, BCom PhD UNSW, DipJap Kyoto Gaidai

Senior Lecturers
Sara L. McGAughey, BA MBA Monash
Chung-Sok Suh, BEc Seoul National, MCom PhD UNSW

Lecturers
Pradeep K. Ray, BAEcon(Hon) MAEcon MBA Jadavpur, PhD Western Australia
Catherine Welch, BA(Hons) MA(Hons) Monash, PhD UWS
Youngok Kim, BA Hankuk, BCom Manitoba, MCom ANU

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

Administrative Assistants
Ms. Sue Richardson
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).

Youngok Kim
Has a doctorate in International Business from the University of New South Wales. Her research interests are in the areas of international human resource management, subsidiary roles, expatriate management, and Korean financial reporting. She is the first doctorate graduate from the School of International Business at UNSW and is now an Associate Lecturer at the School.

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.

Catherine Welch
Has a doctorate degree from the University of Western Sydney and a first class honours graduate from Monash University. Prior to joining the school, Catherine was 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.
International Business is offered as a single major and co-major in the Bachelor of Commerce degree, a co-major in the Bachelor of Economics degree, and a major sequence in the Bachelor of Arts, Bachelor of International Studies, and Bachelor of Social Science degrees. 

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.

**Year 1**

**Core courses in Commerce & Economics or Arts & Social Sciences:**

**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.

By the end of Year 3, students must have completed at least three (3) optional courses in International Business to qualify for a single 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:

- Communicating in Business (IBUS1001)
- Japanese Business (IBUS2103)
- Korean Business (IBUS2104)
- Chinese Business Enterprise (IBUS2105)

**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.

**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 for Commerce & Economics students 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)
- 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 for Commerce & Economics students is strongly encouraged and students have a number of options available: Japanese, Korean, Chinese, Indonesian, French, German, Greek, Spanish, Russian.

**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.
MASTER OF COMMERCE PROGRAMS

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.

**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)**
Asia-Pacific business development in a comparative international context. Investment and business activities of multinational enterprises in the Asia-Pacific region. Influence of regional factors including governmental regulation and the development

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)
Enterprise (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)
## UNDERGRADUATE COURSES

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<th>Overseas Students</th>
<th>Local Students</th>
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<td>IBUS1002 Intercultural Business Communication</td>
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## POSTGRADUATE COURSES

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<td>IBUS5681 Business Communication</td>
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<td>IBUS5691 Special Topic in International Business</td>
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<td>IBUS5699 Project Report in International Business</td>
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<td>Total Postgraduate Students</td>
<td>600</td>
<td>321</td>
<td>921</td>
<td>800</td>
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<td><strong>EFTSUs Postgraduate</strong></td>
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<td><strong>40.1</strong></td>
<td><strong>115.1</strong></td>
<td><strong>100.0</strong></td>
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**GRAND TOTAL Undergraduate & Postgraduate** 1205 1308 2513 1644

**GRAND TOTAL EFTSUs** 150.6 163.5 314.1 205.5

Increase from 2001 enrolments: 52.86%
Enrolled for PhD:

**Full-time**

Mrs. Kartika D. Antono, Ir *Satyawacana*, MIM AIM
Thesis title: “Conglomerate Diversification Strategy: The Case of Indonesian Conglomerates and the Asian Financial Crisis”

Mr. William K.W. Choy, Bcom(Hons) *Murdoch*
Thesis title: “Comparative investigation of the inter- and intra-cultural variations of basic individual and work values held by the diverse workforce in a Singaporean multinational corporation”

Mr. Keson W.H. Loke, BAcc(Hons) MBA *NUS*, CPA
Thesis title: “Strategic De-Internationalization: Factors Influencing International Divestments by Australian Multinational Enterprises”

Mr. Sung-Hun Moon, BSocSc, MCom, GradDipArts, *UNSW*

Mr. Myung-Hyun Nam, BA *Busan*, MEc *Iowa*
Thesis title: "Internationalisation of Korean firms: A Dynamic Perspective"

**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

Books


Chapters in Books


Refereed Journal Articles


Conference Proceedings


RESEARCH GRANTS

Youngok Kim
a. Human Resource Management in Korean Subsidiaries of Foreign (European) MNEs
   Korea-Australasia Research Centre: $2,000
b. Different Subsidiary Roles and Firm Performance: An Exploratory Study of Foreign-owned Subsidiaries in Korea
   Korea-Australasia Research Centre: $2,700

Prem Ramburuth
a. Factors Influencing the Selection and Training of Australian Expatriate Managers
   Faculty Research Grant (SRG): $3,000
b. Women Research Grant
   UNSW Women Research Group: $500

Prem Ramburuth & Catherine Welch
   UNSW First Year Learning/Teaching/Research Grant
   Office of the Pro-Vice Chancellor (Education): $15,000

Pradeep Ray
   Faculty Research Grant (SRG): $3,980
b. International Development in the Asia Pacific
   Hannan University, Osaka, Japan (Foreign Research Scholar): ¥500,000

Chung-Sok Suh
a. Information Technology Industries in Oceania and Southeast Asia – Korea, Australia, Thailand, Indonesia, Malaysia and Vietnam
   Korean National Computerization Agency: $46,000
b. The Future of Korean Language Education in Australia: An Ecological Perspective (Research & Conference)
   Australia-Korea Foundation & Korean Language Promotion Council: $30,500

c. The Sunshine Policy and the Inter-Korean Relationship: An Asia-Pacific Regional Perspective (Research & Conference)
   Australia-Korea Foundation & Korea Information Service (Korean Government): $26,000
ongoing research projects

Sid Gray, Prem Ramburuth and Youngok Kim (with John Holt)

Factors Influencing the Selection and Training of Australian Expatriate Managers
Investigating the nature and types of selection and training adopted by Australian MNCs for their international managers, and the internal and external factors impacting on their selection and training. Given that most expatriate failures have resulted from a lack of training and inadequate criteria for selecting international assignees (extant US literature), and given the lack of research undertaken on the practices of Australian MNCs, this study aims to contribute to knowledge in this area. It involves a sample of approximately 1400 HR managers in Australian-owned or Australian-based firms listed on the ASX as of June 2002, with data collection in progress.

Prem Ramburuth

Work Values Across Cultures: Intra-country and sub-cultural perspectives
This research project involves an intra-country investigation into the individual and work related values of managers in the multiethnic workforce of South Africa with a sample of 4000 managers drawn from business, government, and non-government organizations. Data collection is in progress with the sample being drawn from organizations including the Allied Bank of South Africa, Standard Bank, First National Bank, South African Airways, BHP Billiton, Old Mutual, KPMG and others. As an extension of this project, I have been collaborating with Professor David Ralston, Professor and Price Chair in International Business, University of Oklahoma, to contribute to an international study involving comparative country-level analyses of work values across 18 countries. A further extension of this project will involve a comparative study of Australian and South African managers to facilitate cross cultural understanding and promote trade relations between the two countries.

Prem Ramburuth and Catherine Welch

Case Book in International Business
This project focuses on researching and collating the ‘real life’ experiences of Australian managers working in international business environments particularly in Asia. The project aims to facilitate understanding of these experiences, provide much needed teaching resources, and encourage problem-based learning in International Business.

Youngok Kim

Different subsidiary roles and firm performance: an exploratory study of foreign-owned subsidiaries in Korea
The project examines selected foreign-owned subsidiaries in Korea to identify their roles and tests the applicability of an existing typology. It further investigates the relationship between different subsidiary roles and their performance.

Catherine Welch

Multilateral projects and their role in internationalisation
This project is an empirical study of Australian firms that bid for contracts funded by multilateral development banks (chiefly the World Bank and Asian Development Bank). The aim is to understand 1) critical success factors when bidding for such projects and 2) the process of internationalisation of such firms. The project is being funded by a Faculty of Commerce and Economics Special Research Grant of $3000, awarded in June 2002. Results of the study will be presented at international conferences at the end of 2003.

Catherine Welch (with Rebecca Marschan-Piekkari)

Handbook of Research Methods for International Business
This project involves the editing of an original collection of essays covering all stages of conducting qualitative IB projects: (1) alternative research paradigms, trends and prospects in qualitative IB research; (2) reflections on the dominant methods in qualitative IB research, namely case study research and interviewing; (3) alternative data collection methods; (4) researching in non-Western environments (such as Vietnam, India, South America and the Middle East); (5) analysing and publishing qualitative data. The authorship of the book is highly international, with contributors mainly coming from Europe, USA and Australia. The book will be published by Edward Elgar in 2004.

Chung-Sok Suh, William Purcell and Seung-Ho Kwon (with Russell Lansbury)

Korean Multinational Companies in the Asia-Pacific: Strategic Foreign Direct Investment Decisions and Their Impact on Employment Relations Policies
The main objectives of this project are: (1) To identify major factors that have influenced the strategic foreign direct investment decisions of Korean MNCs and their impact on employment relations policies and practices in their overseas plants. (2) To identify the similarities and differences between employment relations policies and practices of Korean MNCs in their domestic plants and those in their overseas plants; and to assess the extent to which the employment relations policies and practices in the home-plants have been globalised (or localised) in order to maximise the returns on foreign direct investment. (3) To construct a frame of analysis for employment relations systems and practices of Korean MNCs in their overseas plants.
Chung-Sok Suh and Seung-Ho Kwon

**Globalisation Strategies of South Korean Corporations: A Case Study on Three Large Korean Electronics Companies**

This project aims to analyse the globalisation strategies of South Korean companies, focusing on the Southeast Asian subsidiaries of the large Korean Electronics companies. The main areas for the research include FDI strategy, human resource management and relationships with local companies.

**Information Technology Industries in Oceania and Southeast Asia - Korea, Australia, Thailand, Indonesia, Malaysia and Vietnam**

This is a comparative analysis of the IT industry and its business strategies.

Chung-Sok Suh and University of Western Australia

**The Economic Crisis and The Korean Economy at the Crossroads**

This project aims to analyse the restructuring process of the South Korean Economy, with particular attention to corporate sector strategy.

Chung-Sok Suh and Jung-Soo Seo

**The Relationship between the Exchange Rates and Foreign Direct Investment Flows in the Asia: Experiences of Korea**

**An Analysis of Dynamic Relationship between Ownership and Location Advantages of Foreign Direct Investment**
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

Catherine Welch
School Library Representative
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

Catherine Welch
- Member, Academy of International Business