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REVIEW OF 2003

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-2003 our Head of School, Associate Professor William Purcell took up a new teaching post with the University of Newcastle replaced by Dr Chung-Sok Suh as the Acting Head of School. Also in July 2003 Professor Sid Gray took up a new position at the University of Sydney.

Undergraduate enrolments continued to increase however postgraduate enrolments showed a decline due to the cap imposed on the number of overseas students' enrolments. Overall there was a student decline by 5.8%.

This year also saw another PhD student commence their study program. The research output of the School continued to be well above the Faculty average.

In preparation of the anticipated changes in the structure of the McCom degree, the School restructured its postgraduate program one year ahead of all other Schools within the Faculty. The School also designed an honours program in International Business which was approved and will commence in 2004.

A number of research grants were awarded to the staff in 2003. Our staff continued to participate at major research conferences including annual meetings of the Academy of International Business (AIB) in Monterey, USA and the Australia-New Zealand International Business Academy (ANZIBA) in Dunedin, New Zealand.

The Australian Centre for International Business (ACIB) was disestablished in 2003 however the Korea-Australasia Research Centre (KAREC) continued its presence and made valuable contributions as an inter-disciplinary research centre within the School.

Dr Prem Ramburuth received the Vice-Chancellor's Teaching Award for 2002 presented in 2003 as well as the Pearson ANZAM Management Educator of the Year Award in 2003. Dr Ramburuth also gained the position of National Finalist in the Australian Awards for Universities' Teaching.
SCHOOL STAFF

Associate Professor and Head of School (January–June)
William R. Purcell, BCom PhD UNSW, DipJap Kyoto Gaidai

Senior Lecturer and Acting Head of School (July–December)
Chung-Sok Suh, BEc Seoul National, MCom PhD UNSW

Senior Lecturers
Elizbeth Maitland, BCom(Hons), PhD Melbourne
Sara L. McGAughey, BA MBA Monash

Lecturers
Youngok Kim, BA Hankuk, BCom Manitoba, MCom ANU
Pradeep K. Ray, BAEcon(Hon) MAEcon MBA Jadavpur, PhD Western Australia
Yue Wang Grad Dip in Public Adm ANU BEcom Guangdong Business School, China PhD Melbourne
Catherine Welch, BA(Hons) MA(Hons) Monash, PhD UWS

Associate Lecturers
William Choy, BCom(Hon) Murdoch

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

Administrative Assistants
Sue Richardson
Grace Setiawan
STAFF PROFILES

William Choy
Has a first class honours degree from the Murdoch University, Western Australia. He is currently working towards a doctorate degree from the University of New South Wales in International Business which will be completed in 2004. Prior to joining the School, he was working in the Singapore Government Service, holding a senior professional appointment. At UNSW he is teaching and researching in the areas of cross-cultural management and international business management and multinational enterprise. His research interests also include strategic human resource management and organisation management development.

Youngok Kim
She has a doctorate in International Business from the University of New South Wales and a master’s degree (Honours) in International Accounting from the Australian National University. Her current research interests are in the areas of international human resource management, expatriate management, HQs-subsidiary relationships, and Korean financial reporting. She is the first doctorate graduate from the School of International Business at UNSW and is now a 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.

Elizabeth Maitland
Has a doctorate from Melbourne University. Her current research interests are in the areas of strategy and international business, corruption and institutional environment of foreign investment.

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 was also Director of the Education Development Unit in the Faculty of Commerce and Economics, UNSW until the end of 2000. Prem won the Vice-Chancellor's Teaching Award in 2002 (awarded 2003), the Pearson ANZAM Management Educator of the Year Award in 2003, and gained the position of National Finalist in the Australian Awards for Universities' Teaching (2003). Her research interests include the areas of cross-cultural management, international assignments, managing diversity, the internationalisation of higher education, cross-cultural learning and development, comparative work values 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.

Yue Wang  
Holds a doctorate in International Business from The University of Melbourne. Since joining the School, he has taught various undergraduate and postgraduate courses, including International Business Strategy, Fundamentals of Management, Asia-Pacific Business, Corporate Strategy in East Asia, comparative Management Systems in East Asia, Global Business Strategy, Global Stakeholder Management and Advanced Theory in International Business. He has published in the areas of international alliances and knowledge transfer and learning in multinational enterprises. His current research interests include alliance formation and evolution, MNE knowledge diffusion and replication, IP protection in China.

Catherine Welch  
Has a doctorate degree from the University of Western Sydney and is 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.
SCHOOL PROGRAMS

BACHELOR OF COMMERCE/BACHELOR OF ECONOMICS

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

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 (IBUS1101)
- 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 two (2) 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:

- Global Financial Reporting and Analysis (ACCT3601)
- Management Accounting Issues and International (ACCT4820)
- Business and the New Europe (ECON2322)
- Globalisation (ECON2111)
- Economics of Japanese Business and Government (ECON2116)
- Economics of Tourism (ECON2117)
- International Macroeconomics (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)
- International Business Law (LEGT1715)
- International Business Taxation (LEGT7791)
- International Business Finance (FINS3616)
- International Corporate Governance (FINS3626)
- International Investment and Funds Management (FINS3641)
- Strategies for International Funds Management (FINS3642)
- International Banking (FINS3650)
- International Insurance Management (FINS3651)
- Electronic Commerce (INFS3685)
• International Employment Relations (IROB2703)
• International Human Resource Management (IROB3702)
• Japanese Communication 1A (JAPN1000)
• Japanese Communication 1B (JAPN1001)
• Korean Communication 1A (KORE1000)
• Korean Communication 1B (KORE1001)
• International Business Law ((LEGT1791)
• 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)**

**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)
- Topics in Business Economics 1 (ECON5120)
- Topics in Business Economics 2 (ECON5121)
- International Macroeconomics (ECON5153)
- International Corporate Finance (FINS5516)
- Asian Financial Market Analysis (FINS5522)
- International Corporate Governance: Accounting and Finance Perspectives (FINS5526)
- International Banking Management (FINS5550)
- International Insurance (FINS5551)
- Global Business Data Networks (INFS5972)
- Managing Electronic Commerce (INFS5985)
- International Employment Relations (IROB5702)
- International Dimensions of Negotiation Behaviour (IROB5912)
- International Human Resource Management (IROB5949)
- Business Japanese A (JAPN5100)
- Business Japanese B (JAPN5101)
- Professional Japanese A (JAPN5102)
- Professional Japanese B (JAPN5103)
- Business Korean A (KORE5100)
- Business Korean B (KORE5101)
- Professional Korean A (KORE5102)
- Professional Korean B (KORE5103)
- Business Law in a Global Economy (LEGT5562)
- International Business Taxation (LEGT5583)
- International Marketing (MARK5940)
- Marketing in Asia (MARK5945)
- Business Chinese A (CHIN5006)
- Business Chinese B (CHIN5007)
- Chinese – Language Management Case Studies (CHIN5008)
- Chinese for Commercial Use (CHIN5009)
- Special Topic in International Business (IBUS5691)
- Special Topic in International Business (IBUS5699)
- Tourism Demand and Industry Structure (TAHM5001)

**Languages**

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

**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 (IMG5120)
- Business Information Systems (INFS5988)
- Management, Work and Organisation (IROB5700)
- Legal Foundations of Business (LEGT5511)
- Elements of Marketing (MARK5900)
## SCHOOL ENROLMENT STATISTICS

### UNDERGRADUATE COURSES

<table>
<thead>
<tr>
<th>Course ID</th>
<th>Overseas Students</th>
<th>Local Students</th>
<th>TOTAL 2003</th>
<th>TOTAL 2002</th>
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<tbody>
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<td>IBUS1001 Communicating in Business</td>
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<tr>
<td>IBUS1101 Global Business Environment</td>
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<td>479</td>
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<td>IBUS1107 Global Business Environment</td>
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<tr>
<td>IBUS1102 Managing Across Cultures</td>
<td>130</td>
<td>229</td>
<td>359</td>
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<td>IBUS1108 Managing Across Cultures</td>
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<tr>
<td>IBUS2101 International Business &amp; Multinational Enterprises</td>
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<td>IBUS2103 Japanese Business</td>
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<td>IBUS2107 International Business &amp; Multinational Enterprises</td>
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<td>IBUS3101 International Business Strategy</td>
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<td>IBUS3102 Asia-Pacific Business</td>
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<td>IBUS3105 International Business Strategy</td>
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<td>IBUS3106 Asia-Pacific Business</td>
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<td><strong>Total Undergraduate Students</strong></td>
<td>639</td>
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<td><strong>EFTSUs Undergraduate</strong></td>
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<td>138.3</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 2003</th>
<th>TOTAL 2002</th>
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<tr>
<td>IBUS5000 F-Time Thesis PhD in International Business</td>
<td>5</td>
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<td>IBUS5601 Global Business &amp; the Multinational Enterprise</td>
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<td>IBUS5602 International Business &amp; Cross-Cultural Management</td>
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<td><strong>Total Postgraduate Students</strong></td>
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<td><strong>EFTSUs Postgraduate</strong></td>
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**GRAND TOTAL Undergraduate & Postgraduate** 1027 1385 2412 2513

**GRAND TOTAL EFTSUs** 129.4 175.9 305.3 314.1

Decrease from 2002 enrolments: 4.02 %
RESEARCH STUDENTS

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"

Mr. Tae Young Choi MCom, UNSW
Thesis title: “Internationalisation process of cultural products and culture industry - Case of Korean broadcasting industry”.

**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

Kim, Y., Kim, S. Human Resource Management in Korean Subsidiaries of European MNEs (Korea-Australasia Research Centre (KAREC), Sydney 2003)


Chapters in Books


Refereed Journal Articles


Conference Proceedings

Choy, W., Rambahuruth, P. “Workforce Diversity in an Asian for Poster Session for the (Academy of International Business (AIB), Montreal, United States, July 2003)


Association of Australia, Australian National University, Canberra, 30 June - 1 July 2003)


Ramburuth, P “Cross Cultural Adaptation: Insights into the Learning and Social-Cultural Experiences of Cross-Border Students Learning Conference 2002 Beijing, China 16-21 July 2002


Suh, C., Seo, J., Kang, J. “A Comparative Study of Foreign direct Investment in Korea and Taiwan during the 1990s”, The Challenge of International Business (ANZIBA Annual Conference, Dunedin, New Zealand, 7-8 November 2003)


Thesis

Kim, Y. “Strategic International Human Resource Management in Australian Multinational Corporations”
RESEARCH GRANTS

Youngok Kim
Resource interdependence and control of Australian Multinational Enterprises (MNEs)  (SRG)  $5,000
An Integrated Approach to Information Literacy
with P Ramburuth, C Welch, P. Freeland, J. Nolan and M. Spies
First Year Teaching Award  $15,000

Prem Ramburuth
Work Values Across Cultures: The Significance of Intra-Country and Sub-Cultural Perspectives in International Management (South African sample)  (SRG)  $5,000

Prem Ramburuth
(with C Welch, Y. Kim, P. Freeland, J. Nolan and M. Spies)
An Integrated Approach to Information Literacy
First Year Teaching Award  $15,000

Pradeep Ray
Determining mobility barriers and competitive advantage of Japanese and Indian firms'  (SRG)  $4,000

Suh Chung-Sok
(with C Leggett, C. Wright, M. Tcha and S Kwon)
Strategy and Structure of the Korean Chaebol: Changes after the 1997 Economic Crisis and Implications for Australia  (ARC 2003)  $173,000

Suh Chung-Sok
(with Dr Seung-Ho Kwon and Professors J Lee, J Koo and H Kim)
The Korean Wave and the Transfer of Korean Culture in Southeast Asia;
(a focus on strategic network development for the Korean Culture and the related industry)  (KAREC)  $200,000

Yue Wang
A Comparative Study of Entry Modes in China: Equity Joint Ventures vs. Contractual Joint Ventures.  (SRG)  $5,000
Korean Firms' location strategies in China  (KAREC)  $4,000

Catherine Welch
An Integrated Approach to Information Literacy
with P Ramburuth, Y. Kim, P. Freeland, J. Nolan and M. Spies
First Year Teaching Award  $15,000
ONGOING RESEARCH GRANTS

Sid Gray, Prem Ramburuth and Youngok Kim (with John Holt)
Factors Influencing the Selection and Training of Australian Expatriate Managers

Research from this project resulted in the presentation of a paper by Prem Ramburuth at the annual Academy of International Business South-East Asia Region (AIBSEAR) Conference, “Cultural Knowledge and Competencies for the New Era: Insights into Firm Practices and Managers’ Experiences”, July 18-20, Shanghai, China.

Youngok Kim
Resource interdependence and control of Australian multinational enterprises

Funded by an FCE Special Research Grant ($4590), this project has two-fold aims: i) to develop a complete database of Australian MNEs with controlling interest in at least one international operation; ii) to investigate Australian parents’ control behaviour in its overseas subsidiary and its determinants.

Prem Ramburuth
Work Values Across Cultures: The Significance of Intra-Country and Sub Cultural Perspectives in International Management

This research project led to comparative work values across 22 countries (with South Africa as one of the countries).

Prem Ramburuth and Catherine Welch
Case Book in International Business

The 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.

Chung-Sok Suh
Information Technology Industries in Oceania and Southeast Asia - Korea, Australia, Thailand, Indonesia, Malaysia and Vietnam -. This project is a comparative analysis of the IT industry and its business strategies in five countries in East and Southeast Asia.

The Korean Wave and the Transfer of Korean Culture in Southeast Asia (with a focus on strategic network development for the Korean Culture and the related industry)

This project investigates the globalisation of the Korean culture in industries in East and Southeast Asia.
Chung-Sok Suh and Seung-Ho Kwon
(with Chris Legget, Chris Wright and Dr Moonjoong Tcha,)

Strategy and Structure of the Korean Chaebol: Changes after the 1997 Economic Crisis and Implications for Australia
Korea is the third largest export market for Australia, however, analysis of the structure and strategy of Korea's largest corporations has been surprisingly neglected by Australian researchers. This project examines recent changes in the operation of the largest family controlled conglomerates in Korea (chaebol), which possess unique features in various aspects, within a dynamic historical perspective. Case studies will be conducted concentrating on changes of business structure and strategy within Samsung, LG, Hyundai and Daewoo, with particular attention to these companies' response to the 1997 economic crisis and its implications for major trading partners such as Australia.

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 of research include FDI strategy, human recourse management and relationships with local companies.

Yue Wang
Equity Joint Ventures vs. Contractual Joint Ventures
A Comparative Study of Entry Strategies in China

Korean Firms' Location Strategies in China

Catherine Welch
Multilateral projects and their role in internationalisation
Funding enabled 1) the construction of a database of Australian organisations that have bid for contracts with the World Bank, Asian Development Bank and United Nations; 2) in-depth interviews with managers from 26 of the firms in the database. Completed December 2003. This study will form the basis of future international collaborative research, with a multi-national study planned in partnership with Dr Richard Owusu from the Swedish School of Economics, Finland.

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) reflects 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.
UNIVERSITY RESPONSIBILITIES OF STAFF

Prem Ramburuth
Member, Faculty Standing Committee
Member, Faculty Education Committee
Member, UNSW Qualifications Committee (for promotions to Senior Lecturer)
Member, UNILT: UNSW Network in Teaching & Learning (Office of the Pro-Vice Chancellor, Education)
Member, Australian Human Rights Committee) (AHRC), UNSW
Undergraduate Coordinator
Coordinator, International Students Exchange Program
School and UNSW Representative, PACIBER (Pacific Asia Consortium for International Business Education and Research)

Chung-Sok Suh
Acting Head, School of International Business
Director, Korea-Australasia Research Centre
Member, Faculty Standing Committee
School International Exchange Coordinator

Catherine Welch
School representative on the Social Sciences and Humanities Library Advisory Committee (SSHLAC).
EXTERNAL ACTIVITIES OF STAFF

William Choy
Member, Academy of International Business (AIB),
Member, Pacific Asian Consortium for International Business Education and
Research (PACIBER)

Youngok Kim
Member, Academy of International Business
Member, Australia-New Zealand International Business Academy (ANZIBA)
Member, Korean Studies Association of Australasia
Member, Korea-Australasia Research Centre

Prem Ramburuth
Member, Academy of International Business
Member, Academy of International Business Soouth 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)

Chung-Sok Suh
Member, Academy of International Business
Member, Asian Studies Association of Australia
Member, Australia-Korea Roundtable
Overseas Member, The Advisory Council on Democratic and
Peaceful Unification, the Republic of Korea.
Member, Korean Studies Association of Australasia
Examiner for Accreditation for Translator and Interpreter,
National Accreditation Authority for Translators and Interpreters
(NAATI), Canberra.

Catherine Welch
Member, Academy of International Business