

Research Newsletter



Research across the CBLG

What has been going on across the college?



CITBA: Panel discussion event

James Cook University's Centre for International Trade and Business in Asia (CITBA) organized a Panel Discussion Series on *Futures in Focus: The Relevance of Chambers in the 21st Century* on 12 April 2019.

"This panel discussion brought together key members of various Chambers of Commerce, industry, government and academia to address transformational market challenges, discuss evolutionary technological changes, and to plot the future trajectory of Singaporean Chambers of Commerce to ensure continued future economic sustainability and relevancy," said Dr. Wesley Kendall, Senior Lecturer in Business.

In a hyper-competitive market, with a wide array of vested interests both domestic and foreign, Singaporean Chambers of Commerce are aggressively vying for members, reevaluating their value propositions, and creatively evolving to meet future challenges in a market that has seen their traditional services eclipsed by technological disruption.

James Cook University's Chancellor Mr. Bill Tweddell moderated the panel with speakers from various chambers including Mr. Victor Mills (CEO, Singapore International Chamber of Commerce), Mr. K. Barathan (CEO, Singapore Indian Chamber of Commerce & Industry), Mr Azrulnizam Shah (Executive Director, Singapore Malay Chambers of Commerce and Industry), Er Dr Michael Teng (Assistant Secretary – General, Singapore

Manufacturing Federation), and Mr John Dick (Austcham Singapore (Honorary Secretary, past President and Life Member), Austcham ASEAN (Honorary Treasurer), AusCham Vietnam (past President and Life Member).

Dr Jacob Wood, Director of CITBA and Senior Lecturer in Business, said “The panel provided a series of interesting insights into how Chambers can remain relevant and provide value to their members in the era of digital marketing. They also shared their views on how to diversify revenue streams, preserve membership numbers, and offer customized membership services such as training and education, and discover new profit centres”.

In his closing remarks, Professor Chris Rudd OBE, Deputy Vice Chancellor and Head of Campus, Singapore shared, “As society evolves and with it the business environment, chambers just like universities must continuously challenge themselves to reassert their relevance. Innovation in the way chambers educate and engage with their target audience is critical. I am delighted that CITBA has created this unique platform which brings such high quality audiences to our campus to foster intellectual debate and the exchange of new ideas. James Cook University is committed to staying relevant to the needs of the people of the Tropics and to being a respected provider of talent training and new ideas that improve lives and sustain our fragile environment.”

Brisbane

Dr. Paul Darwen

In data mining, the usual approach is model-fitting: find the model with the highest probability of being correct, given the data. From that requirement, in simple linear regression we get least-squares, where the most probable line is the one that minimizes the sum of the squares of

the errors. For more complex models, the general idea is to use some suitable error measure, and find the single best-fit, most-probable model.

However, we want the most probable outcome, which might not what's predicted by the most probable model. For example, imagine a problem where there are only three possible models: one is correct 40% of the time, and both of the others are correct 30% of the time. If the two lesser models both agree, and the best model disagrees, then there is a 60% chance that the best model is wrong, and we should go with the two lesser models. It's a bit like the 2002 film “Minority Report” with computer models instead of mutants.

There's a theorem showing that the most probable prediction (given the data) is the weighted average prediction of all possible models, weighted by each model's probability of being correct (given the data). The single best-fit model has the biggest vote, but it can be out-voted if enough of the lesser models predict a different outcome.

For real problems, there are many possible problems, so it becomes a computational challenge to generate millions of different (but plausible) models. My research has looked at real-world problems with low-correlation data, such as long-term river flow predictions. It relies on the Microsoft High-Performance Computing (HPC) software running on idle student lab PCs here at JCU Brisbane.

Darwen, P. J. (2019). Bayesian model averaging for river flow prediction. *Applied Intelligence*, 49(1), 103-111.

Cairns

Dr. Dale Wadeson and Associate Professor Chris Durden

For the second time in two years, A/Prof Chris Durden and Dr Dale Wadeson (JCU) and Prof Brett Wilkinson (KSU) are leading a

FEATURE

collaborative project between the JCU accounting discipline in Cairns and the accounting department at Kansas State University (KSU) in the US. The project involves the experience of using an internationally relevant case study combined with a short-term international study trip specifically to promote interactive learning between students based in different cultures – Australia and the United States. An interactive learning experience across cultural borders simulates the “real world” in which individuals regularly interact with colleagues and clients from different backgrounds and who may be located in different countries around the world. At the end of the interactive learning activity, the KSU students will attend the Cairns Campus of JCU to engage directly with their JCU peers, fostering long term friendships and networks that will hopefully extend into the students upcoming careers. The successful outcomes of the first project in 2017 have evolved into important research that is presently under review with a highly ranked international accounting education journal.

Townsville

Dr. Li Xian

It is well regarded that Australian financial sector has its efficiency and effectiveness, and banks are among the most sound and stable in the world. For example, Australian banks did not require a bail out during global finance crisis as US banks did; and Australia is one of the most profitable banking in the world. Yet, given the small and crowded Australian market with the liberalization of trade and

investment in financial services, and under the pressure to find new growth areas, Australian banks are trying to target the emerging markets in Asia regardless of the failed practices previously in order to absorb new knowledge and keep operating effectively in new products and geographic markets.

Now, the big-four banks in Australia all have their operations in China. Yet, more and more Chinese banks are expanding their presence in Australia as European banks exit. Do foreign banks (still) incur additional costs of doing business in China relative to Chinese local banks? Or vice versa? If so, do such additional costs have a significant adverse impact on foreign banks' performance in China or in Australia? While most studies of international competition are undertaken from the perspective of foreign firms, I believe that local firms are just as important to examine. How they view the nature of international competition may be of strategic importance to all of the players in the game and to their competitive positions in this 'playground'.

Although the number of the banks operating in emerging markets from Australia is handful, this research may help both China and Australia to further understand of doing banking business in both of the countries from a more theoretical point of view. I consider this as the knowledge transferring to private sector. This is a cross disciplinary study and will work with researchers from another institution.

CBLG Weekly Research Seminar

Speaker: Dr. Rachel Hay



Title: *The engagement of women and technology in agriculture.*

Background: Increases in demand for Australian beef products, a shortage of rural workers, and the need for efficient and intelligent ways to approach production are causing graziers to turn to on-farm technology to improve farming practices. Previous findings show that women graziers are embracing rural technology producing economic advantages for farming as well as lifestyle (Hay & Pearce, 2014). Women are driving technology from the farmhouse for the paddock, highlighting a shift away from men as sole decision makers in agri-businesses. Previously rural men perceived that they were incapable or uninterested in adopting technology. Traditionally seen as decision makers,

this mindset affects the diffusion of technology into the agricultural industry. However, results from the final study (Hay, 2018) show that male graziers were learning and using technology more now than before. Marketers of rural technology target men as the sole decision maker, completely disregarding women as both decision makers and rural technology users and adopters, adding to the failed uptake of rural digital technology. The research informs agricultural stakeholders, government, policy makers and others including technology service providers, media and communications experts about factors that influence technology adoption and women's key role in adoption decisions. The research reaches beyond the beef producing community to benefit the wider community by providing food security, jobs, tourism opportunities, and a future for beef producer's children. Adopting technology encourages better management practices and increases production, in turn improving the longevity of the farming business, ultimately securing the future of the Northern Beef Industry.

CITBA

The Centre for International Trade and Business in Asia (CITBA) was established in 2018. CITBA aims to bring together talented researchers, industry partners, and practitioners to advance research objectives in a collaborative environment. CITBA supports disciplinary and multidisciplinary research in existing and developing areas of importance to the community.

CITBA assists its members in developing their research careers by promoting areas of institutional research excellence, Strengthening research capability, attracting external funding, fostering collaboration across disciplinary and Faculty boundaries, and enriching the research culture of the university.

Six reasons to become a member:

1. Professional standing (each needs to be expanded)
 2. Members discount for conferences, training courses, and networking events
 3. Relevant professional developments
 4. Recognition
 5. Connect locally and globally
 6. Exclusive networking opportunities
- Requirements to become a member

Academic Membership

To qualify for academic membership, you must:

- Have an academic interest in existing and developing research areas of importance to the local and the international community.
- Identify at least one of the following academic clusters based on their research and/or teaching expertise:
 - Business and Economics
 - International Trade
 - Smart Cities
 - Tourism
 - Urban planning
 - Law and Politics
 - Science and Technology

If interested, email us citba@jcu.edu.au

HDR Membership

CITBA membership is more than an academic destination; it's a rewarding connection with other scholars, industry contacts, and practitioners. CITBA will also aim to provide you with relevant professional development, research resources, and local and international collaboration opportunities.

To qualify for student membership, you must be enrolled in honours, postgraduate coursework, research masters, or PhD program at JCU.



Associate and Research Fellow Membership

Associate and Research Fellow membership is open to:

- The professional staff at DTES.
- Independent researchers.
- Individuals, companies, and organisations involved in non-academic fields relevant to CITBA.

Benefits of Associate and Research Fellow Membership:

- Academic spin-offs
- Information exchange forums
- Consultancies
- Academic involvement in industry projects
- Joint seminars
- Collegial interchange

If you are interested, please don't hesitate and contact us today!
citba@jcu.edu.au



CITBA WRICO (WRITING COMMUNITY)

**EVERY WEDNESDAY:
9.00AM TO 10.35AM**

Join us for our free Zoom-in weekly Online Writing workshops exclusive to CITBA members, who would like to also connect with others while they write (Not a member? Not a problem- Join today).

This is a great opportunity for the members to meet up in a virtual space via our private Zoom channels. We share writing tips, successes and failures. The weekly workshops are fun, goal oriented and rewarding. We can help you return to old projects, and finish overdue reports, incomplete thesis chapters or that journal article that is “almost done”, in a supportive, non-surveillance, non-judgemental environment.

An organiser is present each week to welcome participants, to facilitate the session, to answer questions, and

method that encourages academics to focus on their daily tasks and work with the time they have, rather than against it.

Organisers: Taha Chaiechi, Silvia Tavares, Josephine Pryce

For the private Zoom link, please contact: citba@jcu.edu.au



CITBA is pleased to announce that its proposal to host a UN-Habitat Urban Thinkers Campus (UTC) is approved. The title of the campus is **“URBAN DESIGN, ECONOMIC GROWTH, AND JOBS OF THE FUTURE IN THE TROPICS”**,

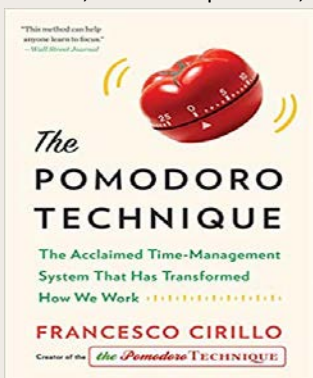
The campus will be held in JCU Cairns, on 25-27 November 2019, and Dr Taha Chaiechi is leading it.

The UTC- Cairns will be featured in the calendar of events on the World Urban Campaign website, as well as on the Urban Thinkers Campus page and will have its own dedicated page.

CITBA on Social media:

Follow us on Twitter: @CITBA4

Connect with us on LinkedIn: CITBA James Cook University



give advice if requested.

Structure of our workshops

The structure of the WriCo is influenced by the Pomodoro Technique, a time management

Grants

1. Foundation for Rural and Regional Renewal

Strengthening Rural Communities - Small & Vital Rural, regional and remote Australia is home to nine million Australians. Many of those communities are small, and all are vital.

Our donors share our commitment to small rural, regional and remote communities and the premise that local leaders are best placed to know what will make their community stronger.

That is why they collaborate to fund this grants program, which facilitates continued investment and access to funds that can contribute to securing the future prosperity of small communities across Australia.

For smaller communities, regular access to funds can be a challenge, which is why we have created the Strengthening Rural Communities (SRC) program. It has two tiers and the Small and Vital program is now open all year, with applications assessed quarterly.

What can be funded?

Strengthening Rural Communities (SRC) Small and Vital grants (up to \$10,000) can be used for a wide range of purposes including:

- Delivering activities, programs and services;
- Purchasing or hiring equipment and materials;
- Community infrastructure projects;
- Operational and administrative costs associated with your project will be considered. This could include wages, paying a skilled contractor, or paying for overhead costs incurred in the project's delivery.

Applications must clearly demonstrate a focus on one activity from the following seven activity areas.

1. Building community resilience

2. Developing organisational resilience and capacity
3. Enhancing environmental sustainability
4. Fostering cultural vibrancy
5. Lifelong learning and education
6. Economic strength
7. Improving community health and social wellbeing

Applying

SRC - Small & Vital is a rolling grants program, which means that applications will be accepted at any time. Please see the table below for the submission cut-off dates that best suit your project requirements.

Submit application by:

- 5pm AEDT, 26 March 2019
Outcomes Advised: Mid-June 2019
- 5pm AEST, 25 June 2019
Outcomes Advised: Early September 2019
- 5pm AEST, 24 September 2019
Outcomes Advised: Early December 2019

2. Fulbright Scholarships Information Seminar

The Australian-American Fulbright Commission offers Scholarships to Australian citizens across all career stages. Awardees take part in a bilateral academic and cultural exchange, pursuing research or study and experiencing life in the United States of America, and bringing back their knowledge and experience to share with their communities in Australia. There is no better time to apply, as the Commission has more than doubled their offering of scholarships in 2019.

Available Categories:

- Fulbright Postgraduate Scholarships allow postgraduate students undertaking their Australian PhD to conduct research for 3-10 months OR complete a full U.S. PhD program OR supports enrolment in a graduate degree program (e.g. a Master's);
- Fulbright Postdoctoral scholarships allow individuals to undertake postdoctoral research for 3-10 months;
- Fulbright Scholar Awards are

for academics (at Associate Professor or Professorial level) and mid-career professionals (with an undergraduate qualification and minimum 10 years work experience) to undertake research and/or training for 3-4 months in any discipline; and

- The Fulbright Distinguished Chair award is for an exceptional individual at professorial level to carry out research for up to 6 months.

Applications opened on 01 February 2019 and close on 05 July 2019.

