

Research Newsletter



Research across the CBLG

What has been going on across the college?



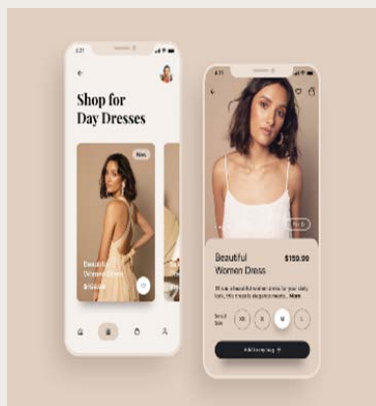
Customers' online channel switching behaviour

Dr. Zahra Pourabedin

Advancements in information technology have affected consumer behaviour within retail industry. Different online shopping alternatives have made different shopping channels available to customers. Customers are looking for beneficial shopping ways by which they would be able to save energy, time and money. Because of multiple shopping channels, customers can easily switch from a shopping channel/retailer to the one that create more value for them. Multi-channel shoppers can still find attractions and detractions about each channel. Mobile applications offer retailers a new distribution channel. Because of some extra functions, mobile

applications provide unique benefits in comparison with websites, creating extra value for customers. Noting the sparse literature on the online channel switching behaviour within retail industry, this study aims to investigate channel switching behaviour in two internet retail channels: sites and mobile applications, along with the moderating role of switching cost. According to the results, both utilitarian and epistemic benefits of retail mobile applications predicted attitude toward channel switching. It should be emphasized that utilitarian value was more significant in predicting attitude toward channel switching. This research showed the importance of epistemic value in switching to retail mobile applications. Emotional value was not to found influential on attitude toward channel switching. So this study shows consumers are less likely to be influenced by their emotional motives in

choosing online retail distribution channels. Switching cost did not play a moderator role on the relationship between epistemic value and attitude toward channel switching. It shows that customers nowadays looking for novelty and even in spite of high switching cost, are interested to try new channels.



Retailers can persuade customers to use their mobile applications by creating utilitarian value. Although epistemic value also influences attitude toward channel switching but it can be only useful for persuading customers to start to use, not for keeping them loyal to mobile applications. Retailers by decreasing the level of switching cost can encourage customers to start to use retail mobile applications. One of the main barriers to switch to mobile application is privacy concerns. Mobile application developers should improve the transparency of privacy practices of mobile applications. Developing more privacy policies and allowing customers to adjust privacy setting may decrease the level of uncertainty among customers. Our results provide implications for retailers to persuade customers to start to use retail mobile applications.

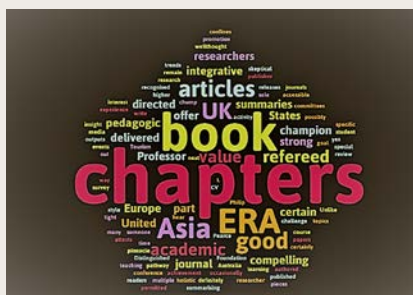
Townsville

Distinguished Prof. Philip Pearce

Championing Book Chapters

Sometimes amongst academic groups

certain biases and prejudices arise. One such prejudice is against the writing of book chapters. Instead the efforts of researchers are supposed to be directed solely towards good quality journal articles. This neglect, even disdain, for book chapters is a misleading and dangerous bias. Such a distorted view is common in certain parts of Asia, it used to prevail in the United States but has softened there in the last decade. It was never an issue in the more literary and scholarly traditions in the UK and Europe.



But why do book chapters matter? There are both pragmatic and pedagogic reasons to champion chapters. Firstly, they count in the Australian ERA assessment system. Those of us responsible for entering a portfolio of publications in our business and social sciences fields know that book chapters are a valued part of the academic profile of a group in our coded areas. Why does ERA value book chapters but some senior academics in Asia in particular seem to be negative? The answers to this question provide a second reason for cultivating chapters as a part of the discipline's contribution. When done well, they offer compelling and integrative summaries, new trains of thought and slightly more speculative and creative insights than are permitted in the tight confines of many journals. Unlike journal articles, they can be very strong on summarising trends since good review chapters survey topics of interest in a holistic rather than a specific and directed way. These integrative pieces have special teaching and pedagogic value; they offer student readers accessible summaries, often delivered with style and insight.

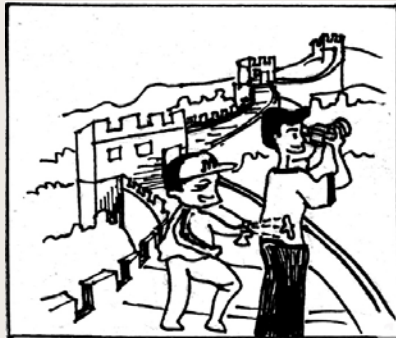
FEATURE

And for those researchers that remain sceptical, my experience on promotion committees attests to the value of multiple researcher outputs in the CV; yes definitely research articles; certainly well-thought out book chapters that are refereed with a strong publisher; possibly refereed conference papers delivered at and published from good events (also recognised in ERA) and occasionally compelling media releases. Of course a sole authored book is a pinnacle academic achievement but learning how to write good book chapters is a pathway to that higher goal.

So next time you hear someone being a “chump about chapters”, challenge them and champion the activity.

Carter Xu (PhD Candidate)

Let pictures speak



Human brains favour visual instead of textual messages in communication, and in academic learning there is no exemption. Visual illustration in publications benefits both the readers and the authors. For readers, pictures,

rather than words, are effortless to recognise, to process and to remember. Cognitive scientists have confirmed these differences and described them as ‘picture superiority effect’. In academic communication, such superiority boosts explicit explanation of ideas and knowledge. Moreover, pictorial representation bridges ‘word-picture interaction’, which further facilitates authors to write. This is because images always embed with a sense of order. Such order may follow specific spatial extension, temporal development or a narrative orientation, and can help organise logical interpretation.

Pictorial representation can be used in multiple ways when writing an article. It can demonstrate complex numerical data, visualise process or procedure, and exemplify abstract conclusions. In a recent paper that I work with my supervisors, Prof Philip Pearce and Dr Tingzhen Chen, we employed a series of

visual materials to describe tourist scam cases. Tourist scams are an overlooked issue, and compromise the interests of both tourists and destinations through deceptive schemes. When interpreting our findings, we found that these visual

materials largely improve the article's readability.

For example, we discussed a scam cases nominated 'stain scam' combining written-text with pictorial representation:

"Scammers always work in teams to operate this scam. One confederate would spill a substance on a tourists, and others will come along to wipe it off. Costly tips always follow such 'warm-heartedness', or alternatively scammers might pick tourists' pockets."

It is somehow difficult to capture a scene of how this scam operates when simply reading the text. This is because we were explaining a rarely noticed social practice. For the readers who are not familiar with it, such boring introduction may confuse and exhaust them. Therefore, we used a set of pictorial representation to tell the story, alleviating reader fatigue. These images eventually make the paper more attractive, more interesting and more understandable from a reader's perspective.

Such a descriptive function of pictorial representation is of certain generalisability. When researchers attempt to introduce new topics or less-appeared social phenomena, visual materials can boost readers' understanding. Specifically, for management and social science research, some research objectives are phenomenon-driven, which means scholars intend to construct understandings about certain social activities or real-world phenomena. In this way, letting readers know the research object became crucial. However, when discussing unconventional practices, readers might easily get lost due to incomprehension of the research topic. Using pictorial representation is a good solution to this puzzle.

Cairns

Ms. Trang Nguyen (PhD Candidate- thesis submitted), A/Prof Taha Chaiechi

Feedback of Macroeconomic Indicators to Shocks in Second-Tier Stock Market Development and Innovation Within Kaleckian Framework: Hong Kong Case Study (A chapter in the book of *Advances in Cross-Section Data Methods in Applied Economic Research: 2019 International Conference on Applied Economics*. pp. 531-552)

Second-tier stock markets have increasingly become a critical source of finance for SMEs that may have limited access to traditional sources of finance for innovation. The development of second-tier stock markets can be seen as a major innovation stimulus, which consequently increases aggregate demand and boosts economic growth. Among the growing number of the second-tier stock markets across the world (51 markets as of 2016), the Growth Enterprise Market (GEM) in Hong Kong emerges as one of the world's most successful examples of a stock market for SMEs, making it attractive for researchers.

This study explored the dynamic responses of an economy to shocks in the indicators of second-tier stock market development and innovation within an extended Kaleckian-Post-Keynesian framework. This study provided both theoretical and empirical contributions. Accordingly, the Kaleckian theoretical model of macroeconomics was extended by incorporating the indicators of second-tier stock market development and innovation into the behavioural functions of private investment, domestic savings, productivity growth and employment. An empirical model is specified and estimated for the case of Hong Kong which provided insights into the contribution of the GEM development and innovation to the economic growth process in Hong Kong. Adopting a Structural Vector Error Correction (SVEC) estimation technique

and SVEC impulse response function, we concluded that Hong Kong's macroeconomic indicators exhibit positive feedback to shocks in the second-tier market development and innovation in the short run. Specifically, various channels of growth including private investment, domestic savings and productivity growth are found to be responsive to shocks in the second-tier market development indicators. Meanwhile, shocks to innovation indicators effectively induce responses of the following growth channels: private investment, domestic savings, productivity growth and employment.

Singapore

Associate Prof. Jacob Wood

Service sector development in Asia: an important instrument of growth

Services are set to play a bigger role in the economic future of developing Asia. How policy makers manage the expanding sector will determine whether economies move toward dynamic high-end services, services with beneficial productivity spill-overs into other sectors, or remain mired in traditional service industries with low productivity. The impact of the global financial crisis on the region's export manufacturers highlights the need for economies to diversify their production structures. Achieving this requires a more competitive environment for an increasingly tradable service sector.

Currently, the service sector looms large in the region's economic landscape, accounting for 54% of regional output in 2016 however, it is expected that it will become even more prominent in the coming years. Historically, economies followed similar patterns of structural transformation to high-income status. In the early phase of development, the dominance of agriculture as a share of production and employment gives way

to industry, particularly manufacturing. As industrialization proceeds, labor productivity in manufacturing improves, reducing the sector's labor intensity while increasing incomes and demand for services. Low-end service industries have expanded to meet rising demand, engaging the workers no longer required to support industrial growth. The service sector's share of employment thus rises as the economy moves into its post-industrial phase. Developing Asia has broadly followed this pattern of structural change. The region's share of industry in gross domestic product (GDP) surpassed that of OECD output in 2016, but its share of services still lags by a wide margin. Services occupy a much smaller share of the economy in developing Asia than in Latin America or developing Europe, while agriculture still has a conspicuously larger share. This suggests that future structural transformation in Asia will mainly see a net shift from agriculture to services. However, it is important to bear in mind that such changes may not necessarily bypass the manufacturing sector. In this instance, educational constraints may see the pattern of structural change being that better educated workers moving into manufacturing, while recent university graduates finding careers in the service sector. What does the rising prominence of the service sector imply for the region's future growth? The process of structural transformation does not itself guarantee economic dynamism, which sees increases in competition, strong wage growth and improvements in economic performance. Labor productivity across sectors in developing Asia lags that of the OECD (Park and Shin, 2011). However, as the share of services in output expands, the region's scope for economy-wide productivity gains will increasingly depend on raising service sector productivity. The task is daunting. In most Asian countries, the level of labor productivity in the service sector is less than one-fifth of the current OECD figure, with research suggesting that it may take up to 30 years to reach even that level (ADB, 2012).

Constraints that hinder greater efficiency and productivity in the region's service industries are pervasive, such restrictive investment policies or over regulation in the financial services sector. Whether the shift to services comes from stagnant, low-productivity industries or vibrant, high-productivity industries will determine how effectively it catalyzes economic dynamism. This is the crux of the problem.

economies, in contrast, have shifted more aggressively toward modern services, which tend to enjoy higher productivity than traditional services and so offer better wages. Further, modern services are tradable internationally and thus offer countries the opportunity to widen their foreign trade and to create incentives for greater productivity domestically.



Low productivity in Asia's service sector partly reflects the dominant role of traditional service industries such as wholesale and retail trade, hotels and restaurants, real estate, transport, personal services, and public administration. Even though they may be more tradeable in theory, modern services such as information and communication technology (ICT), finance, and professional business services still occupy only a sliver of Asia's service economy. Many countries in the region have tried to change things, such as Indonesia's efforts to skip market-driven development and subsidize the production of high-tech products, however this ultimately ended in failure as little incentive was created for greater domestic productivity. Advanced

Property rights and social inequality

Dr. Benedict Atkinson

My research is focused on ownership, specifically how the allocation of property rights expresses political and social settlements that create and entrench social inequality. I have written books on the policy and law of copyright, showing how politicians and industries designed the intellectual property regime for their own benefit, and later successfully persuaded the public the intellectual property rights were designed for public benefit. Allocation of rights is a technical term used principally in economics treatises and it accurately describes the process by **which** law is coopted (though many would argue against the

characterisation of rights allocation as the outcome of political manipulation). Rights allocation presumes a source of authority and exercise of authority, and to the extent that the source of authority does **not** originate in the consent of the governed, the exercise of authority is unlikely to be consonant with the wishes of the governed. My research explores and seeks to validate this thesis.

In 2019 I was Acting Head of Law at James Cook University and I have now moved to JCU Singapore as a senior lecturer in Business Law. I aim to begin my research career in Singapore by writing a research article on the distributive merits and demerits of the Singapore politico-social system. In my observation to date, Singapore can in a certain sense be called the world's most successful socialist state – social provision is extensive and effective, public amenity is considerable, and disparity between poor and rich is far less obvious than in most other countries. Singapore's 'socialism' exists in spite of official espousal of certain capitalist principles, very low taxation and non-provision for minimum wages. I am curious to discover whether public consensus and an agreed public ethos can result in what could be called a relatively pure exercise of authority that increases public welfare.

CBLG Publications (Jan – Present, 2020)

Here are the publications as listed on the research online depository for the first quarter of 2020. If the first author is based in JCUA the publication is listed under the various College disciplines. Studies with a Singapore first author are listed among JCUS publications.

JCU Australia

Economics and Marketing

Nguyen, Trang, Chaiechi, Taha, Eagle, Lynne, and Low, David (2020) Return and asymmetric volatility transmissions between main stock market and second-tier stock market: the case of Hong Kong. In: Economics and Finance Readings: selected papers from Asia-Pacific Conference on Economics & Finance. From: *2019 Asia-Pacific Conference on Economics and Finance*, 25-26 July 2019, Singapore. (In Press)

Tourism

Oktadiana, Hera, Pearce, Philip L., and Mohammadi, Zohre (2020) Special dietary requirements: restaurant sector responses across six tourist cities. *International Journal of Tourism Research*. (In Press)

Governance and Management

Le Queux, Stephane, and Kuah, Adrian (2020) Junzi leadership in Singapore: governance and human capital development. *Journal of Management Development*. (In Press)

McCarthy, Breda, Kapetanaki, Ariadne Beatrice, and Wang, Pengji (2020) Completing the food waste management loop: is there market potential for value-added surplus products (VASP)? *Journal of Cleaner Production*, 256. 120435. (In Press)

Case, Peter, and Śliwa, Martyna (2020) Leadership learning, power and practice in Laos: a leadership-as-practice perspective. *Management Learning*. (In Press)

JCU Singapore

De Silva, Muthu, Wang, Pengji, and Kuah, Adrian T. H. (2020) Why wouldn't green appeal drive purchase intention?

- Moderation effects of consumption values in the UK and China. *Journal of Business Research*. (In Press)
- Kuah, Adrian T. H., and Wang, Pengji (2020) Circular economy and consumer acceptance: an exploratory study in East and Southeast Asia. *Journal of Cleaner Production*, 247. 119097.
- Hao, Siqi, Kuah, Adrian T. H., Rudd, Christopher D., Wong, Kok Hoong, Lai, Nai Yeen Gavin, Mao, Jianan, and Liu, Xiaoling (2020) A circular economy approach to green energy: wind turbine, waste, and material recovery. *Science of the Total Environment*, 702. 135054.
- Tang, Chun M., and Bradshaw, Adrian (2020) Instant messaging or face-to-face? How choice of communication medium affects team collaboration environments. *E-Learning and Digital Media*, 17 (2). pp. 111-130.
- Lam, Swee-Sum, Zhang, Huiping, and Zhang, Weina (2020) Does policy instability matter for international equity markets? *International Review of Finance*, 20 (1). pp. 155-196.
- Eijdenberg, Emiel L., Isaga, Nsubili M., Paas, Leonard J., and Masurel, Enno (2020) Fluid entrepreneurial motivations in Tanzania. *Journal of African Business*. (In Press)
- Choongo, Progress, Eijdenberg, Emiel L., Chabala, Mwansa, Lungu, John, and Taylor, Thomas K. (2020) The evolution of urban entrepreneurship in Zambia. In: Iftikhar, Muhammed N., Justice, Jonathan B., and Audretsch, David B., (eds.) *Urban Studies and Entrepreneurship*. The Urban Book Series. Springer, Cham, Switzerland, pp. 249-269.
- Kamble, Zilmiyah, Kelkar, Pragati, and Bhati, Abhishek (2020) Displaced due to conservation and tourism in the heart of India: a review of the relevant policies. In: Strategic Innovative Marketing and Tourism: 8th ICSIMAT, Northern Aegean, Greece, 2019. pp. 705-714. From: CSIMAT 2019: International Conference on Strategic Innovative Marketing and Tourism, 17-21 July 2019, Chios, Greece.
- Kamble, Zilmiyah, Namnuad, Suchittra, Nguyen, Hoang Phuong, Nguyen, Dinh Tuan, and Nguyen, Hong Hanh (2020) Review of social media's influence on Airbnb accommodation's booking intention. In: Strategic Innovative Marketing and Tourism: 8th ICSIMAT, Northern Aegean, Greece, 2019. pp. 715-725. From: ICSIMAT 2019: International Conference on Strategic Innovative Marketing and Tourism, 17-21 July 2019, Chios, Greece.
- Wood, Jacob and Habimana, Oliver (2020). *A Multidimensional Economic Analysis of Africa*. Springer Publishing. (Edited Book)
- Wood, Jacob, Oh, Jihye, Park, Jiwon, Kim, Woocheol (2020). The Relationship between Work Engagement and Work-Life Balance in Organizations: A Review of the Empirical Research. *Human Resource Development Review*. (In Press).
- Wood, Jacob, and Jang, Lee-Chae (2020) A comparative study of three forms of entropy on trade values between Korea and four countries. *Journal of Computational Analysis and Applications*. (In Press)
- Kim, Jungsuk, and Wood, Jacob (2020) Service sector development in Asia: an important instrument of growth. *Asian-Pacific Economic Literature*. (In Press)
- Wood, Jacob, and Wu, Jie (2020) The sustainability of the WTO dispute settlement system: does it work for developing countries? *Journal of World Trade*. (In Press)
- Jang, Lee-Chae, and Wood, Jacob (2020) On the CEU-degree of similarity in international trade by using the Choquet integral expected utility. *Journal of Computational Analysis and Applications*, 28 (2). pp. 321-328.

FEATURE

Thompson, Claire, Kuah, Adrian, Foong, Regina, and Ng, Eddy (2020) The development of emotional intelligence, self-efficacy and locus of control in MBA students. *Human Resource Development Quarterly*, 31 (1). pp. 113-31.

Bhati, Abhishek, Agarwal, Manisha, Tjayaindera, Della Nanda, Aung, Roi, Thu, Myo, and Nguyen, Thai Minh Tam (2020) Dark tourism in SouthEast Asia: are young Asian travelers up for it? *International Journal of Hospitality & Tourism Management*. (In Press)

Grants

CBLG/JCUS Successful Cross Campus Collaborative Grant Applications

1. Dr. Emiel Eijdenberg (CI): The Role of Entrepreneurship in Urban Economics of Two Tropical Cities: Cairns and Singapore. **Approved final budget of \$5,000.**
2. Dr. Jamie Fellows (CI): A comparative analysis of the biosecurity laws of Singapore and Australia and their ability to contain the spread of COVID-19. **Approved final budget of \$2,800.**
3. Dr. Caroline Wong (CI): Measuring social and physical wellbeing of age-friendly residential buildings: the Silver Population Wellbeing Index. **Approved final budget of \$4,978.**
4. Dr. Tingzhen Chen (Jane) (CI): Travel Vlogs: gathering new evidence for tourism research in the digital era. **Approved final budget of \$4,911.80**
5. Dr. Breda McCarthy (CI): Reef-friendly ethical labels – consumer acceptance. **Approved final budget of \$5,000.**

External Grants



Australian Government

Australian Research Council

Discovery projects

Activity	Timing
Release of Grant Guidelines	8 October 2019
Applications open	13 November 2019
Request Not to Assess close	12 February 2020
Applications close	26 February 2020
Rejoinders	18 June 2020 to 1 July 2020
Anticipated announcement	Fourth Quarter 2020

Important dates that relate to eligibility:

- The grant commencement date for Discovery Projects grant opportunity for funding commencing in 2021 is 1 January 2021. This date is when grant funding may commence.
- The active project assessment date for Discovery Projects grant opportunity for funding commencing in 2021 is 1 July 2021. This date is used to consider project and application limits per named participant.

Other grant news

The Australian Research Council has advised that they have extended the closing dates for open rounds as listed below.

The new closing dates are:

§ Linkage Infrastructure, Equipment and Facilities (LIEF) 2021–29 April 2020 (No JCU Led applications)

§ Linkage Projects 2020 Assessment Round 1—22 April 2020 (JCU Internal Deadline 8 April 2020).

FEATURE

§ Special Research Initiative (SRI) for Australian Society, History and Culture—6 May 2020 (JCU Internal deadline 15 April 2020).

CITBA

Associate Professor Taha Chaiechi

A year of exciting research related events are planned for CITBA in 2020 which will provide our members opportunities to engage in exciting talks, hands-on workshops and research projects to discover a collaborative and creative future through the centre. CITBA's research programs will continue amid COVID-19 outbreak, although following university's instruction, the way we conduct research activities will account ways to eliminate risk to our members. Accordingly, our workshops, activities, and deliverables are designed to be done remotely and online for the most part of the year.

Our online presentations, and podcasts will showcase the exciting research going on within CITBA and in collaboration with others. Our online staged projects will also provide opportunity to direct our great expertise and limited resources towards narrowly defined research problems, with clear impacts and deliverables. A range of hands-on & online workshops will see members engaging with one another, providing platforms for our academics and HDR students to find creative and innovative ways to venture exciting new projects or advance existing projects. Our HDR members are particularly encouraged to take advantage of this unique research-enabling environment provided through CITBA. I, now, invite you to browse our 2020 planner in the table below, and please be reminded that some of the timelines could be delayed due to unforeseen circumstances. If you were interested in participating in any of the events below or you would like to propose to organise an event within CITBA please email me at taha.chaiechi@jcu.edu.au

CITBA EVENTS IN 2020 (CBLG)

Event Name	Organisations Involved	Location	Lead Personnel	Estimated Timelines
WriCo (Online weekly writing workshops for CITBA members-continuing from 2019)	CITBA	Online (Zoom channel)	A/Prof Taha Chaiechi, Ms Diana Castorina	New weekly dates and news links will be provided early Feb 2020
Panel discussion on Public Space: Ethics, Economy, Ecology	CITBA-TUDLab	SG	Dr Simona Azzali	23 April 2020 (postponed until October 2020 due to co-vid 19)
Strategic Workshop: Collaboration-Research-Writing-Publication Planning (CRWPP) Round 1	CITBA	CNS	A/Prof Taha Chaiechi, Dr Diane Jarvis	6-8 May 2020
High Schools group visit	CITBA	CNS Campus	A/Prof Taha Chaiechi, A/Prof Josephine Pryce	May-June 2020
Qualitative Research Workshop: Design, Analysis and Representation	CITBA, CBLG	TSV & CNS separate days	A/Prof Taha Chaiechi, A/Prof Josephine Pryce	May 2020
HDR workshop	CITBA, CBLG	TSV-SG- CNS (video conference)	Ms Diana Castorina A/Prof Taha Chaiechi	June 2020
Collective Action: Participatory Action Research workshop	CITBA, selected Industries, potentially JCU-Connect	CNS	A/Prof Taha Chaiechi, A/Prof Josephine Pryce	July 2020
Launch of podcast series for CITBA flagship	On-Prime graduates of CITBA	Online	A/Prof Taha Chaiechi, A/Prof Josephine Pryce Ms Diana Castorina	July 2020

Book Launch (PR, media coverage, and seminar): "Economic Impacts of Natural Disasters" with Elsevier	CITBA-JCU	TSV-SG-CNS	A/Prof Taha Chaiechi	Publication May 2020, launch July 2020
Strategic Workshop: Collaboration-Research-Writing-Publication Planning (CRWPP) Round 2	CITBA	CNS	A/Prof Taha Chaiechi, Dr Diane Jarvis	October 2020
Urban Thinkers Campus	CITBA	TSV	A/Prof Taha Chaiechi, TSV members (TBC)	October 2020
Urban Thinkers Campus	CITBA- University of Nottingham	Kuala Lumpur	A/Prof Taha Chaiechi, and University of Nottingham	November 2020
Trade, Business and Sustainability Conference	CITBA and The Cairns Institute (following the conversations that took place in June 2019)	CNS	Local Organising Committee : A/Prof Taha Chaiechi, Prof Stewart Lockie, A/Prof Riccardo Welters	October- or December 2020

