Maximising Research Strengths through German-Australian Collaboration

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Deputy Dean, International
OUTLINE

• Research at Monash Business School
• Research priorities and strengths
• German-Australian collaborations across the School
• Creating opportunities for further collaboration
Mission
Monash Business School engages in the highest quality research and education to have a positive impact on a changing world.

Vision
Monash Business School will be recognised as one of the world's leading academies of scholarship in business, economics and related disciplines, with the standing of its flagship activities being verified by the most esteemed international arbiters of quality.
AUSTRALIA’S ONLY TRIPLE ACCREDITED GO8 BUSINESS SCHOOL
<table>
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<tr>
<th>Years</th>
<th>Australia</th>
<th>Asia-Pacific</th>
<th>World</th>
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<td>2012–2016</td>
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<td>1</td>
<td>Chicago Booth School of Business</td>
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<td>Stanford Graduate School of Business</td>
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<td>Columbia Graduate School of Business</td>
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<td>MIT Sloan School of Management</td>
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<td>UCLA Anderson Graduate School of Management</td>
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<td>Université Libre de Bruxelles Solvay Brussels School of Economics and Management</td>
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<td>Harvard Business School</td>
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<td>Aarhus Universitet Institut for Økonomi</td>
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<td>Arizona State University W.P. Carey School of Business</td>
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<td>20</td>
<td>UNSW Business School</td>
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DEPARTMENTS AND RESEARCH CENTRES

- **Academic Departments:**
  - Accounting
  - Banking & finance
  - Business law & taxation
  - Economics
  - Econometrics & business statistics
  - Economics
  - Management
  - Marketing

- **Research Centres:**
  - Australian Centre for Financial Studies
  - Centre for Global Business
  - Centre for Health Economics
  - Centre for Development Economics and Sustainability
RESEARCH PRIORITIES AND STRENGTHS

1. Global Business
   – Banking and finance
   – Corporate governance
   – Data analysis and forecasting + big data
   – Consumer behaviour
   – International trade
   – International HRM.

2. Sustainability and Development
   – developing economies
   – water management
   – sustainability and environment
   – workforce/management development
   – finance and development.

3. Health and Wellbeing
   – public health
   – ageing
   – equity and diversity
   – risky behaviour
   – superannuation and retirement
   – health systems management and innovation.
   – Behavioural economics
GERMAN-AUSTRALIAN COLLABORATIONS ACROSS THE SCHOOL

- Multi-level approach to collaborations
  - Generally start with individual researchers
  - Hosting researchers on sabbatical
  - Distinguished visitors program
  - Developing program of PhD students on exchange
EXAMPLES OF RESEARCH COLLABORATIONS

- **Accounting:**
  - Management accounting; accounting information systems and field studies
  - Dennis Fehrenbacher with Burkhard Pedell (Uni of Stuttgart)
    - The relation between individual characteristics and compensation contract selection (MAR 2017)
    - The influence of self-selection on planned effort and fairness perception
  - Dennis Fehrenbacher with Peter Roetzel (Uni of Ashaffenburg)
    - Enterprise social media and control system design
    - On the role of Information overload in IS success
  - Leona Wiegmann with Lukas Petrikowski (WHU-Otto Beisheim)
    - Persuasiveness of forecast numbers (in a multi-national software co)
  - Leona Wiegmann with Erik Strauss (Witten/Herdecke)
    - The role of vernacular accounting systems in the development of enabling global accounting and control systems
EXAMPLES OF RESEARCH COLLABORATIONS

- **Management:**
  - Diversity/inclusion in the workplace & talent management in Germany and Australia
    - Gavin Jack & Helen De Cieri with Marion Festing (ECSP Europe, Berlin campus) – visiting professor to Monash
  - Strategic management
    - Veronique Ambrosini with Christopher Biesenthal (WHU-Otto Beisheim)
      - Dynamic capabilities and how they operate in different organisational levels
  - German MNEs and investment in China; and Chinese manufacturing MNEs operating in Germany
    - Cherrie Zhu with Torsten Kuhlmann (uni of Bayreuth)
    - Cherrie is a visiting professor at Bayreuth; long standing relationship
EXAMPLES OF RESEARCH COLLABORATIONS

- **Marketing:**
  - Behavioural decisions using behavioural experimental lab
  - Data collected in parallel in both countries
    - Harmen Oppewal with Stefan Roth & Thomas Robbert (Uni of Kaiserslautern)
      - Ongoing regular visiting professor
      - Harmen Haas lecture at Kaiserslautern
      - Consumer planned and unplanned behaviour
  - Using mobile eye tracking in evaluating buyer behaviour
    - Harmen Oppewal with Jella Pfeiffer and Thies Pfeiffer (Karlsruhe Inst. Of Tech) & Martin Meissner (Bielefeld/Uni of Sthrn Denmark/adjunct at Monash Business School)
  - Regular visits by Prof Roth has resulted in additional projects with other faculty at Monash
EXAMPLES OF RESEARCH COLLABORATIONS

- **Health Economics**
  - Methods to evaluate medical interventions
    - Jeffrey Richardson with Peter Kolominsky-Rabas (Friedrich-Alexander Uni); Michael Schiander (Uni of Heidelberg)
  - Labour economics
    - Sonja Kassenboehmer with Sonja Schatz (Uni of Duisburg-Essen)

- **Economics**
  - Airport competition
    - Peter Forsyth with Hans-Martin Niemeier (Bremen Uni); Jurgen Mueller (Berlin Scholl of Economics and Law)
  - Climate change scepticism
    - Michael Ward and Sonia Akter (Heimholtz Centre for Environ. Research)
  - Government policy and flood insurance
    - Paul Raschky and Reimund Schwarze (Heimholtz Centre for Env. Research)
CREATING OPPORTUNITIES FOR FUTURE COLLABORATION

- Increasing faculty appointments from Europe
- Providing opportunities for colleagues to collaborate
  - Discipline seminars and workshops using our Prato Centre
    - E.g. Sustainability conference with management and economics streams
- Supporting visiting academic opportunities
  - Both directions
- Explore joint PhDs
  - Start with external supervisor relationship
- PhD student and faculty exchange
- Need to overcome the tyranny of distance
Suggestions and comments very welcome

Thank you