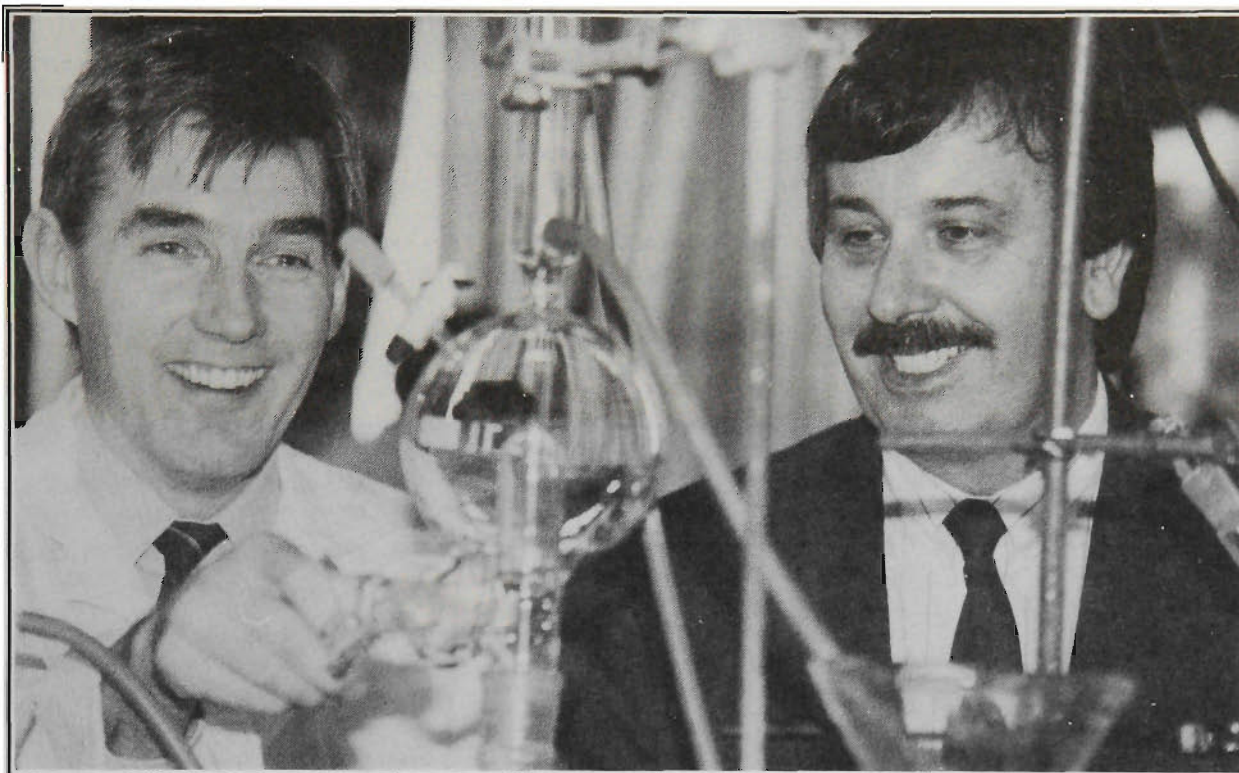


# CAMPUS NEWS

## IPRL signs US Army Research Office contract



*Project leader for the cell culturing project, Dr Anthony Hodgson (left), with Dr Ian Mackenzie from the Illawarra Regional Hospital*

The Intelligent Polymer Research Laboratory has entered into a collaborative agreement with the US Army Research Office to develop smart materials for cell culturing.

The project involves development of artificial membranes that can control and regulate cell growth.

Potential applications in tissue repair, nerve replacement and in the shorter term biotechnology are envisaged.

The project involves an international team headed by IPRL. The US Army Research Office at Nadick (Dr D.

Kaplan), Sophia University in Japan (Professor N. Ogata), and the Illawarra Health Service (Dr I. McKenzie) are involved.

The project has also attracted funding under the DITAC Bilateral research program.

These funds will support visits by Professor Wallace (IPRL) and Dr. Hodgson (IPRL) to Japan in August to carry out some collaborative experiments on cell culturing.

## Law and Literature Conference at Wollongong

Distinguished US law and literature scholar, Richard Weisberg, will be the keynote speaker at Australia's fourth law and literature conference, on 8-10 October to be hosted by Wollongong University's law school, the first law school in Australia to include a law and literature course in its curriculum.

Author of *The Failure of the Word: the Protagonist as Lawyer in Modern Fiction*, *When Lawyers Write*, and *Poethics*, Pro-

fessor Weisberg holds the Floersheimer Chair of Constitutional Law at Yeshiva University's Benjamin N. Cardozo Law School.

He is General Editor of *Cardozo Studies in Law and Literature* and chairs the New York-based Law and Humanities Institute.

Speakers include Chris Masters from Four Corners, John Slee SMH, Janet Fife-Yoemans, The Australian, legal commentator Chris Murphy and former ombudsman George Masternan.

Professor Weisberg's address to the conference, entitled 'Five Lessons From Law and Literature', will address the scope of the achievements of the law

*Continued page two*

## Something to do with those old picture frames

The School of Creative Arts needs a lot of empty picture frames varying in size from 30x30 cm. to 300x200cm for the graduation play, Penelope Nelson's 'Prophesying Backwards', which has been adapted for the stage by John Senczuk,

If you can help by either lending or donating frames of suitable dimensions the Theatre Strand of the School of Creative Arts will be eternally grateful.

John Hamilton will make himself personally responsible for the pick up and return of any frames on loan.

Phone 21 3791 if you can help.

## Reunion on Open Day

The Alumni Association is organising a reunion for the University's early graduates and staff from 1962 to 1979 to be held on Open Day, Sunday 29 August.

Any former or current member of staff (and any graduates or diplomates from those early days, including of course all the University's antecedent institutions) is cordially invited to come along and meet up with old friends.

There will be campus tours (optional) in the morning for alumni not familiar with the campus as it is today, followed by a welcome talk and video at noon.

The Vice-Chancellor Professor Ken McKinnon and Wollongong's Lord Mayor Councillor David Campbell will be present.

The highlight of the day will be a BBQ lunch in the Tavern.



## Mercurio visits

*John Senczuk, lecturer in Design and Drama Studies, School of Creative Arts, with dancer/choreographer, and star of Strictly Ballroom, Paul Mercurio.*

Paul Mercurio spent time with students from the School of Creative Arts recently discussing his career and working specifically with third-year theatre design students.

Paul achieved worldwide recognition for his role in Baz Luhrmann's *Strictly Ballroom*. He will leave Australia in early September to take on his first Hollywood movie role in the feature film *Exit to Eden*.

Paul is completing a three-state tour of his new contemporary dance work, *Imprint*, which played to packed houses at the Illawarra Performing Arts centre in late July.

John Senczuk is Board Chairman of Paul's new contemporary dance company, The Australian Choreographic Ensemble (ACE).

Full details (including the cost to attend the BBQ lunch) can be obtained from Juliet Richardson, Alumni Officer, ext. 3249. Please pass this information to any former colleagues who might be interested.

## Pyne wins scholarship

Associate Professor Stephen G Pyne from the Department of Chemistry has been selected as the 1994 Rhône-Poulenc Fellow under the Bede Morris Fellowship Scheme.

Associate Professor Pyne will spend four weeks at the University of Stras-

bourg as a visiting Professor and give six lectures (in English) in organic synthesis to the advanced chemistry class.

He will also conduct laboratory experiments in collaboration with Professor G. Solladie's group at Strasbourg.

## Aware of any outstanding achievements?

Nominations for the next round of St George Youth Endeavour Awards close on 30 September.

Nomination forms and details have been sent to all departments.

# Law and literature conference at Wollongong

*From page one*

and literature movement and the challenges ahead for this interdisciplinary field of study.

Leading Australian legal commentators *The Australian's* Janet Fife-Yeomans, *The Sydney Morning Herald's* John Slee, *Four Corners's* Chris Masters and lawyer and legal commentator Chris Murphy, together with the Supreme Court's Media Officer Jan Nelson are speakers in the conference forum: 'Just Faction: the Craft and Ethics of Commenting on Law'.

The forum will be chaired by the Press Council's Chairman Professor David Flint.

Former NSW Ombudsman, George Masterman QC, will speak on the topic 'Judges and Politics'.

Other features include a major continuing legal education seminar on gen-

der issues for judicial officers and legal practitioners, run by Justice O'Connor of the Federal Court, Justice Priestley of the NSW Court of Appeal, and the leading feminist legal scholar, Associate Professor Regina Graycar.

It will be chaired by Professor Terry Threadgold of Monash University, a scholar with a distinguished international reputation in the field of social semiotics.

The conference, presented by the Law and Literature Association of Australia in conjunction with the Wollongong Faculty of Law, follows highly successful conferences at Sydney and Monash Universities.

The National Australia Bank and the Novotel Northbeach Hotel have sponsored the conference, and support for the Association's activities has been provided by leading national law firm,

Mallesons Stephen Jaques.

As well as a full range of academic papers, the conference will include practical sessions designed to introduce practitioners to the professional applications of this interdisciplinary enterprise.

Workshops for lawyers on plain legal English and effective communication with Aboriginal clients will be conducted by leaders in these fields, including Judith Bennett of the Law Foundation Centre for Plain Legal English, Sydney University Aboriginal Education specialist Jennifer Newman, John Boersig of the Aboriginal Legal Service, and Commonwealth Parliamentary Counsel Hilary Penfold.

Conference papers range from the intellectual property rights of computer programmers to prostitution in post-Fitzgerald Queensland.



# Management Line

Department of Management  
Faculty of Commerce  
University of Wollongong



Volume 1 - Number 1  
August 1993

## Newsletter

### TOTAL SERVICE QUALITY SEMINAR A GREAT SUCCESS



*Associate Professor Paul Patterson, Professor Gill Palmer, Dean John Steinke, Phil Scott - Seminar Coordinator, Professor Len Berry, Dr Muris Cicic*

The Department of Management through its Services Marketing Unit conducted a seminar on Total Service Quality during the autumn semester. The seminar, attended by more than 140 people made up of business leaders, managers and academics, was held at the University Function Centre.

Professor Leonard Berry from Texas A&M University, one of the worlds foremost authorities on service quality, presented a half day seminar on the dimensions of service quality. Professor Berry holds the view that service quality has five dimensions: reliability, tangibles, responsiveness, assurance and empathy. Reliability is the ability to perform the promised service dependably and accurately. Tangible refers to the appearance of physical facilities, equipment, personnel and communication materials. Responsiveness is the willingness to help customers and provide prompt service. Assurance refers to the knowledge and courtesy of employees and their ability to convey trust and confidence. Empathy is the caring, individualised attention provided customers.

Professor Berry stated, "Conformance to company expectations is not quality. Conformance to customers

expectations is quality." He went on to list ten lessons of service quality which are based on: listening, reliability, doing the basic service right the first time, excellent service design, service recovery, surprising customers, fair play, teamwork, employee research and servant leadership. These ten lessons, developed over the past ten years, are based on research performed for service organisations throughout the United States.

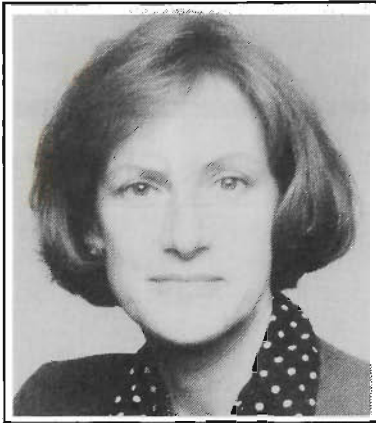
The seminar was well received by all those in attendance with many wishing to know more about Total Service Quality and how it can be implemented. Because of this interest the Department of Management through it's Services Marketing Unit will offer a short course beginning mid-September in the area of Strategic Services Marketing, Service Quality and Customer Satisfaction.

The Department plans more seminars in the future. If you would like to be placed on a mailing list for upcoming seminars and programs offered by the Department of Management, you may ring Robyn Foster at 213707.

# MANAGEMENT NEWS

## Comment by Head of Department, Professor Gill Palmer

This newsletter has been produced to provide information about the Department of Management's activities. As the Department grows and develops new initiatives, it's links with the community it serves become increasingly important. We hope you will find this newsletter helpful. We welcome any queries arising from the items we print, and our editor, Phil Scott is happy to receive comment and copy.



Over the last year, we have completed a major review of the MBA program. The item by Prof Michael Hough spells out the main changes that have been made to reshape and update the MBA and Graduate Diploma in Management and introduce new Graduate Certificates. Management education has changed since two years, full time MBAs were first developed, and our changes are designed for a world where there is a demand for constant management retraining through a variety of courses and methods of delivery.

We were delighted with the success of the special seminar on Service Quality conducted by Prof Len Berry from the USA, and organised by our marketing academic staff. The Department also runs regular free seminars on Friday lunchtimes. These seminars provide an opportunity to hear our staff discuss their research, or hear guest speakers on new ideas in management. They are open to visitors who wish to join us.

Many staff have been active promoting their research and publications overseas and the item "Management on the Move" records the extent that Wollongong's wisdom is appreciated in foreign audiences.

We are pleased to be able to report several new initiatives in this newsletter. Professor Graeme Galt has joined the department part-time, bringing the benefit of his extensive experience. Associate Professor Richard Badham brings a new focus on the management of technological change. His \$780,000 GIRD Smart Manufacturing project is at the centre of a growing research concentration in technical and organisational change. We have also established a new teaching, research and consultancy unit for Services Marketing.

In the next few months we will be conducting reviews of the MCom (Management) and the BCom (Management) degrees. Course changes will benefit from new areas which we can offer, in business ethics, employment relations and the management of technology. We welcome comments from people with opinions and views they would like considered in the course of these reviews.

In all these ways we are seeking continuous improvement in our teaching, research and community activities. Your feedback to help us in this task is always welcome.

## PROFESSOR GRAEME W. GALT

The Department is proud to announce the appointment of Graeme Galt as Professorial Fellow. Professor Galt has nine years experience in conducting senior level executive searches across all industries and wide experience in human resources consulting.



In 1978 he co-founded the most successful of the Australian domiciled executive search firms, and subsequently organised its international affiliation, leaving the firm in 1987. More recently he was Chairman of DBM Australia, the Australian affiliate of the world's largest career management firm, Drake Beam Morin Inc.

His early career was with WR Crace, BMI Ltd. and in venture capital where he held senior positions in business development, marketing, production and general management.

He is currently Director of DHL International and past Chairman and Director of The Sydney Swans Football Club and Chairman of The Sydney Dance Company from 1983 to 1992. He has a Bachelor of Commerce, an MBA and Diploma of Education from The University of Melbourne.

Professor Galt recently presented a seminar for the Department of Management where he compared the experiences of The Sydney Swans with those of The Sydney Dance Company. He stressed the need for a successful enterprise to combine three factors: A vision that inspires all members of the firm; A visionary leader; Discipline and Flexibility within the organisation. He advocates that members of the enterprise need to have, at an emotional level, a sense of purpose and a passionate commitment to their work. The leader needs to shape and share the vision and be able to communicate it to all members of the organisation.

Professor Galt will be giving guest lectures throughout the semester in many of the Management courses and if you would like to attend any of these presentations please contact the Department Secretary for details.



# NEW RESEARCH CENTRE IN MANAGEMENT

Management of Integrated Technical and Organizational Change (MITOC) was established in 1993 at a unit for research and postgraduate education in the Department of Management at the University of Wollongong under the Directorship of Associate Professor Richard Badham. The unit builds upon and extends the work being carried out as part of the \$780,000 GIRD Smart Manufacturing Techniques Project.

The aims of the unit are to promote the activities of the Department of Management in the following areas:

- to conduct action research and consultancy projects in the design and implementation of new production systems;
- to organise and develop methods for promoting user involvement in system design and implementation;
- to further Australian research and industry participation in national and international research and consultancy networks promoting:
  - intelligent socio-technical systems
  - skill based system design
  - human centred systems
  - anthropocentric systems
  - symbiotic approaches to technology management
  - appropriate innovation strategies for different industrial cultures
- to carry out and promote professional training and postgraduate education in critical management perspectives and broader interdisciplinary curricula in the management of technological change.

## Current Projects

Smart Manufacturing Techniques: Team Based Cellular Manufacturing (DITAC-GIRD); Australian-German Smart Manufacturing Project (DITAC - International Branch); Skill based Systems: International Comparative Project (APEC-HURDIT); Best Practice: Alternatives to Lean Production Project (AMC/DIR); International Machine Tool User Survey: an Industrial Culture Approach (CAPIRN).

## Proposed Projects

Cross-Cultural Technology Transfer Project (British Telecom); Computer Redesign and Work Humanisation Project (ARC); Design Rules for Intelligent Socio-Technical Systems (International IMS Project); Organisational Change for Concurrent Engineering (Co-operative Research Centre for Intelligent Manufacturing Systems).

## Centre Staff

**Director: Associate Professor Richard Badham**

Dr Badham has been a consultant in the area of technology and organizational change to approximately 20 different

private and public organisations in Australia and Europe. He is a member of a number of international research and consultancy networks in this area, and is on the editorial board of three international journals. He is the author of numerous books, articles and published reports. He is currently the principal investigator and co-ordinator of the DITAC GIRD Smart Manufacturing Techniques: Team Based Cellular Manufacturing project involving three companies and four research institutions in Australia and three research institutions and three companies in Germany.

**Senior Research Fellow: Dr Paul Couchman**

Dr Couchman has been a Senior Researcher for the New Zealand Social Studies Unit of the Ministry of Science and Technology, and Senior Fellow for the Union Research Centre on Office Technology (1991-93). He has extensive research and practical experience in new technology and organisational change, and the user involvement in design and implementation.

**Administrative Assistant: June Aspley**

June has extensive experience as a personal secretary and office manager in both public and private organisations. June has been working with the University since 1984. She is also currently studying Sociology part-time at Wollongong.

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## TONY NAUGHTON RECEIVES RESEARCH GRANTS

The current year has been a very successful one for Tony Naughton, Senior Lecturer in the Department who specialises in financial systems in Asian countries. He has received three external competitive research grants. The most prestigious is an Australian Research Council (ARC) grant for his study of the stock market in Taiwan. He has also received a \$90,000 grant from the Department of Employment, Education and Training under the Targeted Institutional Links Program. This grant is to enable him to develop his links with finance researchers in Taiwan. His third grant is from the National Korean Studies Centre for a study of the Korean banking system.

During 1993 Tony has been joined in his research by Huimin Chung who is a Visiting Scholar under the TIL Program. Huimin is from the National Chiao-Tung University in Taiwan. Tony has also developed a strong group of research students. He is currently supervising two PhD candidates and two MCom (Hons) students. All four students are conducting research on Asian capital markets.

Tony attributes much of the recent success to the development of research programmes within the Department. Over recent years he has been active in the Management Strategy and Organisational Change Research Group and the Asia Pacific Development Studies research Programme.

# REVISED MBA

Commencing in 1994, the Department will offer a totally revised structure of awards within its MBA programs. The revised course structures and subjects are the result of an extensive revision of existing courses and subjects.

Following extensive consultation and discussion with industry and commerce, present and past students and academic Departments of the University, the Department of Management is now able to offer a series of postgraduate management programs to meet the individual needs of future managers.

The three (3) levels of articulated awards and the clear identification of attractive specializations will enable students to design and achieve relevant and useful postgraduate qualifications in management.

The three (3) levels of award and accompanying information are:

## 1. Graduate Certificate in Management

The objective of the Graduate Certificate is to provide a meaningful introductory study of the concepts of management and management practice. The Graduate Certificate is deliberately structured to provide different approved programs of study, including off campus programs for specified employment groups (e.g. the NSW Police Service) or specified professional groups (e.g. Public Sector managers). There is an on-campus program of study, each approved program is discrete, and when successfully completed will lead to the award of the Graduate Certificate in Management.

Admission to this Graduate Certificate requires Bachelor qualifications, though in special circumstances an applicant holding other academic or professional qualifications and with relevant work experience and/or employer support may be admitted as a candidate.

This award is equivalent to 6 months full-time study. Students qualifying for the Graduate Certificate in Management who achieve an average of a credit grade or better over all, may be admitted to the Graduate Diploma program. They may receive a credit of up to 24 credit points, depending upon the particular program of study undertaken.

## 2. Graduate Diploma in Commerce (Management)

The objective of the Graduate Diploma is to provide practising managers with insights and understandings of the core issues of management skills and concepts. The core subjects covered in the Graduate Diploma provide postgraduate level education with an applied emphasis in the major functional areas of management and administration.

Selection into the program will be on the basis of a balance between academic qualifications, managerial experience, and career intent. Where an applicant for the MBA is otherwise qualified except for meeting the full work

experience requirements for the degree, they may be admitted to the Graduate Diploma as a way of establishing their appropriateness and readiness for full MBA study. The core subjects of the Graduate Diploma constitute the first year of study in the MBA, and students who achieve an average of a credit grade or higher over all, may be admitted to the full MBA program. They may receive a credit of up to 48 credit points. On satisfactory completion of the MBA they will not be entitled to receive the Graduate Diploma in Commerce (Management).

This is a one year full time or two year part time course comprised of eight compulsory subjects.

### COMPULSORY SUBJECTS

Accounting for Managers  
Economics for Managers  
Marketing Management  
Managerial Skills Workshop  
Business Ethics and Law  
Managing People at Work  
Financial Decision Making  
Information Systems for Managers

## 3. Master of Business Administration

This degree is offered to allow practising managers to broaden their understanding of key managerial processes including skills, concepts and disciplines. This is achieved by the 1st year of the full-time program (or Part-time equivalent) offering the core issues of managerial skills and concepts, followed by the 2nd year of the full-time program (or part-time equivalent) enabling either a deliberate specialization selected from a range of management focus areas, or the opportunity to study generally across a wide range of advanced management issues.

The degree will be awarded at either Pass or Merit level. For award at Merit level a student must satisfactorily pass all subjects at the first attempt, and maintain a grade average across all subjects of 70% or higher. If a student chooses to study a specialization, successful completion of that specialization will be acknowledged on the testamur for the degree, as will the achievement of a Merit level award.

Selection for admission to the degree will be on the basis of an appropriate balance between academic qualifications, managerial experience, and career intent. The GMAT (Graduate Management Admission Test) may also be required to support an application. In addition to the requirement of the standard University Application Form candidates are required to submit a detailed statement with supporting documentation of their previous work/managerial experience and a statement of their career strategy. A typical applicant may be expected to have a recognised University degree, a minimum of 5 years work experience, including 2 years of managerial experience, and be committed to a career in management. Applicants may be required to demonstrate an adequate command of English in a commercial context.

The MBA is intended to be completed in 3 - 4 sessions full-time and 3 - 4 years part-time. It is expected that the 8 core subjects will normally be studied first, followed by the

specialization selected. Within each specialization there is the option of 24 credit points of project studies. The project must be within in the area of specialization and wherever possible participants are encouraged to relate their studies to issues or problems connected with their current working environment. The degree concludes with the study of a "capstone subject" which integrates the ideas of the program, and is normally studied in the final session of the program or before the commencement of the project.

The following specializations are proposed, depending on student demand and available resources:

General Management  
Total Quality Management  
Marketing  
Human Resource Management  
Public Sector Management  
International Business  
Operations Management  
Strategic Management  
Technology and Innovation Management  
Managerial Finance  
Industrial Relations  
Business Economics  
Management Information Systems  
Legal Studies

## FULL OR PART TIME STUDY

The Department of Management caters equally for full and part time students. Part time students are usually expected to take 2 subjects each session, attending University for approximately 6 hours of lectures each week. The full time load is double. Summer session is also available to accelerate students progression.

The revised MBA will enable students to build flexible programs of study relevant to their entry qualifications and experience. The three (3) award levels have clear and different purposes, and a clear pathway of movement between the 3 levels has also been established to enable successful students to move to a higher award.

## THE FUTURE

The Department of Management is also committed to moving its graduate programs to open learning as quickly as possible, through the University of Wollongong led Graduate Education Consortium using SBS television. The postgraduate program now being offered allows the Department of Management to be flexible in meeting the needs of business, the community and students in the future.

Applications for Session 1, 1994 close 31st October, 1993.

Questions may be forwarded to the:

Professional Officers in the Department

# THE NSW POLICE ACADEMY PROGRAM

The Department of Management has successfully tendered for the establishment of a Command Development Program to be offered cooperatively with the NSW Police Academy, located at Goulburn, to approximately 100 senior Police officers who are seeking to qualify for commissioned rank in the NSW Police Service.

The Department, under the project guidance of **Professor Michael Hough** has developed the award of the Graduate Certificate of Management with an approved program of delivery for NSW Police Academy students. The course consists of a mix of full time and distance education mode study, in which students come in groups of 20 to the Academy for 2 periods of a 2 week and then a 3 week continuous program of study - interspersed by periods of 'on the job' study. The whole program is scheduled to take approximately 12 months.

The subjects taken by the student are:

MGMT801    Command and Leadership  
MGMT802    Managing Service and Program Delivery  
MGMT803    Information and Finance Management  
MGMT804    Human Resource Management  
MGMT899    Project

The program has been phased into the Academy by University staff teaching the initial program; followed by Academy staff under supervision, and then delivery by Academy staff.

The role of the Department is quality control, and assessment of students for the award. Assessment is set by the University, and the marking is shared between Academy staff and University staff - who mark the final exams set in each subject.

The Graduate Certificate award articulates into the Graduate Diploma and MBA awards, and this style of cooperative, off campus joint venture with a major employer such as the NSW Police Service, is an innovative and exciting venture by the Department of Management. Similar initiatives are planned for a TAFE Systems/University program, and the recognition of the Public Sector Management Course.



# MANAGEMENT ON THE MOVE

**Professor Gill Palmer**, Head of the Department of Management is a Director of the newly founded Training and Development Council of Australia. This body has been formed of peak organisations with an interest in training and development policy in Australia. The foundation members are the Australian Institute of Training and Development; the Australian Human Resource Institute; the Australian Institute of Management; the Australian and New Zealand Academy of Management; the Australian Quality Council; the National Safety Council of Australia and the National Society for Performance and Instruction.

The TDCA was launched in Sydney on 21 July by the Hon Mr Ross Free, MP, Federal Minister for Schools, Vocational Education and Training.



*Professor Gill Palmer and the Hon Mr Ross Free*

## AWARD WINNING PAPER

The Department of Management is proud to announce that **Dr Muayyad Jabri, Senior Lecturer in Management** has been awarded the 1993 Best Paper Award by the American Academy of Management. The award is given to the paper receiving the highest ratings from the review committee. Muayyad will receive a US\$500 honorarium and a plaque to commemorate his accomplishment at the business meeting of the Management Education Division to be held on Tuesday, 9 August, in Atlanta.

A number of staff has presented papers at world academic conferences during the past six months.

**Professor Gill Palmer** has recently visited Europe to give papers at two conferences. She presented a paper "Industrial Relations, Gender and the Management of Culture" at the British Universities Industrial Relations Association conference in York, U.K. and another on "A Comment on Sex in Management: Gender Stereotypes and their Impact on the Management Process" at the 11th symposium of the European Group for Organisational Studies at the Ecole Supérieure de Commerce de Paris.

Earlier this year the second edition of her book *British Industrial Relations* was published by Routledge, her book with Dr M Gardner published in late in 1992 called *Employment Relations: Industrial Relations and Human Resource Management in Australia* has sold 2,700 copies from its second print run, and she has an article with Dr P Dawson called "Total Quality Management in Australian and New Zealand Companies: Some Emerging Themes and Issues" in *International Journal of Employment Studies* 1.1.115-136.

**Paul Patterson, Associate Professor of Marketing and Director of the Services Marketing Unit**, recently returned from sabbatical leave. The latter part of his leave was spent in the USA visiting a number of universities in Cleveland,

Knoxville, New Orleans, Phoenix and Las Vegas. He presented a conference paper at the Customer Satisfaction and Dissatisfaction and Complaining Behaviour Conference (A special interest conference at the University of Tennessee). His paper, titled: "The Gap Model of Service Quality and the Customer Satisfaction Model: An Integrated Approach" was the result of research conducted in Australia. The paper that created a great deal of interest, showed how the similar, yet different constructs of service quality and customer satisfaction could be integrated into one model. His approach and resultant model have many practical implications for Services Marketing, TQM and Service Quality practitioners.

Paul was also invited to attend the 1993 Service Marketing and Service Quality Faculty Consortium at Arizona State University in Phoenix. This four day consortium addressed

state of the art thinking regarding Relationship Marketing, Service Quality Measurement, Internationalism of Services, Teaching Methods and the Application of Information Technology to Services Marketing. Services Marketing Academics from the USA, England, France, Sweden, Finland, Holland, Canada and Australia attended.

**Dr. Muris Cicic, Senior Lecturer in Marketing**, presented a paper at the Sixth Bi-Annual World Marketing Congress held in Istanbul, Turkey. The congress is organised by the Academy of Marketing Science, and is a major event in world marketing. The purpose of the Congress is to stimulate knowledge about marketing science from around the world, and establish the cooperation among marketing people from all over the world.

The Congress contained 87 sessions in four days and a total of 386 scholars from around the world participated. Plenary sessions addressed the emerging topics in marketing science. Internationally renowned marketers from 43 countries participated in the Congress.

Dr. Cicic presented a paper, co-authored with Jiin-Jang Tsai and Paul Patterson, about the treatment of foreign products by domestic customers. The particular research related to Taiwanese-made computers, and the consumer perceptions



of Australians. The findings supported established knowledge about country-of-origin effect, and further developed some specific elements within the model.

**Dr Cicic**, also presented a paper at the Educators' Conference held at Bali, Indonesia in April. The conference was organised by the Faculty of Business, Edith Cowan University. Papers were presented by scholars from universities from the USA, Australia, China, Singapore, Hong Kong, South Africa, India and New Zealand. The keynote speaker was Melanie Wallendorf, renowned scholar in marketing from the University of Arizona.

**Dr. A. B. Sim, Senior Lecturer in Management**, presented a paper on business strategy and control systems at the Pan-Pacific 10th Conference held in Beijing, China in June. The Conference was hosted by the State Science and Technology Commission of China and the Ministry of Foreign Trade and Economic Cooperation of China and received wide media and TV coverage in China. About 500 delegates from universities, and public and private sector organisations in the Pan-Pacific area, including the USA, Canada, New Zealand and many Asian countries attended the Conference. Chinese universities and public organisations were very well presented at the Conference and reflected China's desire for greater business, economic and technological exchange with the outside world. The closing ceremonies and banquet for the Conference was held in the Great Hall of the People, site of many international ceremonies in Beijing.

At the Conference, Dr. Sim presented preliminary findings of a comparative study of the relationships between strategy and control systems and their impact on performance in three different national contexts, including Australia and two Asian countries. This research, undertaken by Dr. Sim, is part of the Department of Management's research program on Management Strategy and Organisational Change.

**Dr. Kwaku Atuahene-Gima, Senior Lecturer in Marketing**, presented a paper at the American Marketing Association Winter Marketing Education Conference in Newport Beach, California in February. The paper, co-authored with Dr. Paul Patterson and Dr. Chad Perry of Queensland University of Technology, explored the factors affecting the propensity of Australian firms to license in foreign technology in new product development.

He has also been invited by the International Society of Professionals in Innovation Management to be a speaker at their biannual conference to be held at the University of Technology at Edihoven, Holland. He will be speaking on the role of external technology in Product Innovation.

**Tony Naughton, Senior Lecturer**, Department of Management has had five conferences papers accepted at national and international conferences in 1993: June, a paper on foreign exchange risk was presented (by his co-author Teoh Hai Yap) at the 5th Pacific Basin Finance conference in Kuala Lumpur; July, Tony presented a paper on Korean Banking to the Australian Institute of Bankers Finance Conference in Melbourne; August, he will present a paper on foreign exchange to the North American Finance Association, 8th International Congress in Jamaica; September, his co-author Professor Soushan Wu will present a paper on initial public offerings on the Malaysian and Taiwanese stock markets at the 3rd Asian Finance Conference in Singapore; and in November he will present a paper on the stock market

performance of Islamic banks at the Inaugural International Islamic Banking Conference in Sydney. Apart from presenting papers at conferences, Tony was invited by the Chicago Board of Trade to attend their financial futures research symposium in Hong Kong in March this year.

Tony has recent publications include: Naughton T. & M. Theobald, Pricing Securities with Embedded Options in the Context of Price Limits: A Study of Taiwan, *Research in International Business & Finance*, Vol. 10, 1993, 277-292, Lowe J. & T. Naughton, Understanding the Australian Management Buyout market, *Economic Papers*, Vol. 12, No. 2, 1993, 97-108 and Wu S., T. Naughton & H. Chung, *Price Limits & Market Volatility in Taiwan: Evidence from an ARCH Model*, University of New South Wales, Working Papers in Banking & Finance, No. 49.

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## DEPARTMENT ESTABLISHES UNIT FOR SERVICES MARKETING

The Services Marketing Unit in the Department of Management, at the University of Wollongong, is a focal point for state-of-the-art thinking in services quality, customer satisfaction and customer service. The Unit's mission is to promote knowledge transfer through teaching, research, conferences, executive seminars, dissemination of current research findings by way of semi-annual newsletters, group meetings, internships and a variety of informal mechanisms. Partner companies for the Unit are currently being sought. The Partner companies will collaborate with the faculty and graduate students (MBA, MCom and PhD) on research studies of mutual interest, as well as both MBA and MCom Internships.

Through the Marketing Group within the Department of Management, the Unit offers the most extensive selection of Master of Commerce course work in Services Marketing and Management available in South-East Asia and Australasia. The Unit will sponsor a conference in Services Marketing and Service Quality every other year and offer executive seminars and customised programs.

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## STUDENTS ELECTED ON DEPARTMENTAL COMMITTEE

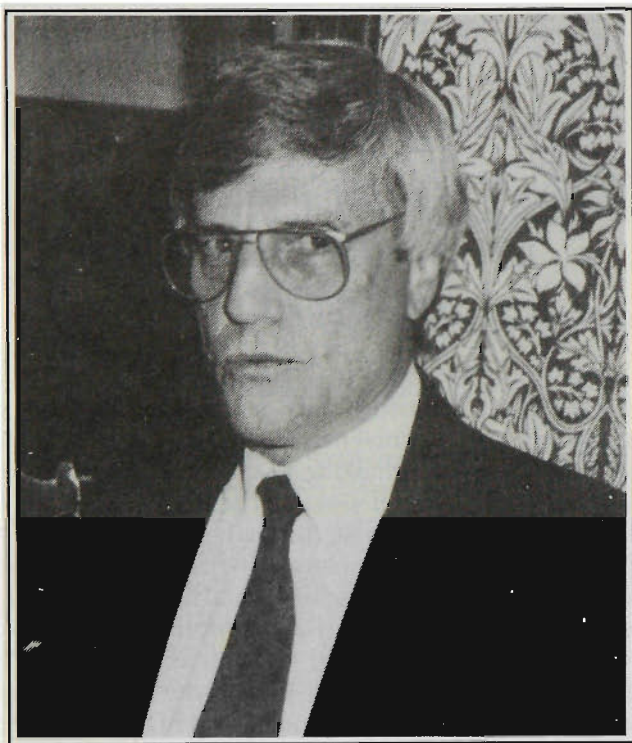
Student Representatives for Year 1993 - 94 are:

**Frank Zammit**  
**Oriana Reali**  
**Syed Amer Bashir**

The following students have been selected as representatives at Departmental Meetings. There will be included in discussions and decisions concerning the Department. Their input is vital for the future directions of the Department.

## FAREWELL TO ROBIN HORNE

A Farewell Dinner was held on Friday, 18 June, at the Carrington House in Wollongong for Robin Horne, Senior Lecturer in Management. He took early retirement in June. Robin had been ill in recent years and decided not to return after his sick leave. His retirement marked an important step in the history of the department. He was the longest serving member having been the last of the original staff who formed the Department in 1984, as well as being one of the longest serving members of staff in the University. He was also the first Head of Department and has watched it grow from



being possibly the smallest Department in the University to one of the largest.

Robin has, over the years, taught a variety of subjects in Management, ranging through organisational behaviour, human resource management to total quality management an area that he was developing prior to his retirement. Prior to joining Management Robin served in the Department of Sociology. He served on a wide range of University committees and is perhaps most well known in the University community for his involvement with the staff association. Robin was also active in consultancy and worked for a variety of organisations, always striving to link the academic world with the problems faced by the employers of our graduates.

Robin was a popular member of staff and his sense of humour was perhaps his most memorable characteristic. Robin was always capable of enlivening any meeting or discussion with witty or humorous comment while being a serious and dedicated academic. On social occasions he was a real entertainer with many tales to tell of his days as a boy living at a lighthouse, or his rather dangerous days as a biker!

Robin has agreed to not sever his links entirely and will be involved as a guest lecturer on some of the future Departmental programmes to be held at the University Centre in Sydney. It is hoped therefore that we will see some more of him in the future, but we feel sure that those who have known Robin will wish him well for his retirement.

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## SHORT COURSE IN STRATEGIC SERVICES MARKETING, SERVICE QUALITY AND CUSTOMER SATISFACTION

The Marketing Staff within the Department of Management plan to offer a course in Service Quality in September. The course will instruct course participants to understand the importance of service excellence and to acquire the skills necessary for service strategy development and implementing a superior service quality program

### Course Objectives

The Participant will gain an understanding for the following areas:

- the unique characteristics of services;
- mapping core and supplementary business services;
- 'moments of truth' in customer service;
- managing the customer portfolio;
- positioning service in the marketplace;
- managing customer expectations;
- models of service quality and value added services;
- relationship marketing and customer loyalty;
- building a service quality measurement system;
- management of services information.

### Procedures

The course will be conducted on an informal lecture-discussion basis, including current case analysis, videos and review of contemporary services marketing literature.

It will focus on general concepts, encourage participant interaction and include application of theories. Participants will receive a resource kit containing a set of comprehensive reference notes.

The course will be run over a 10 week period starting the first week in September. It will be met on Tuesday evenings from 6:00 pm to 8:30 pm at the University of Wollongong Campus. Participants will receive a certificate of completion. This course qualifies for the Training Guarantee Levy.

If you are interested in obtaining more details please call: Phil Scott (042) 21 3368 or Assoc. Prof. Paul Patterson (042) 21 3687 - Fax: (042) 27 2785

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## Council News

News from the University Council meeting of 6 August:

- The August meeting of the University Council traditionally considers new subject and course proposals for the following year.

On 6 August Council approved the proposals from all Faculties for 1994. (The lists of the approved courses and subjects will be appended to the Report of the Council meeting which is available on the Public Information Server).

- Council approved the establishment of The Faculty of Creative Arts from 1 January 1994.

- The Ceremonial and Honorary Awards Committee reports to Council's August meeting with recommendations for awards that may be conferred at the October Graduation ceremonies.

- Council approved the recommendations for the award of one Honorary doctorate and three Fellowships.

The details of the candidates will be published in *Campus News* when the awards have been accepted.

- Council also approved the conferral of an Emeritus Professorship on Professor Lauchlan Chipman, the University's Foundation Professor of Philosophy and Foundation Pro Vice-Chancellor (Academic), for 'his distinguished record of achievement as a teacher, scholar and University leader and his contributions to the wider community'.

- Under ceremonial business, Council agreed to the playing of Advance Australia Fair at University Graduation ceremonies and approved an amended style of ceremonial gown for Council members.

- The 1994 Fees Schedules for the University Residences, the Recreation and Sports Association and the Union were endorsed. (The Union fees will not increase in 1994).

- The recommendations of the August meeting of the Academic Promotions and Continuing Appointments Committee were approved. (Details from Ross Walker, Personnel).

## Illawarra Credit Union Scholarships provide work experience



*Front: General Manager of the ICU John Erickson, presents Peter Knox with his scholarship. Peter Kell (left front), member of the Board who has a long involvement with the scholarship, and the Deputy Vice-Chancellor Professor Gerard Sutton attended the function (right). Looking on are some of the other recipients.*

Illawarra Credit Union Scholarships were awarded at a function at the University recently.

This scholarship scheme has been in place at the University for 12 years.

It offers the successful students, who are in at least their second year of full-time study, employment in an academic unit for a total of 60 hours in work of an academic nature, related to their course of study.

The scheme has provided advantages to both students and the University.

This is the last year that the scholarship will be offered in its current format. From 1994 the Co-operative Education Program will take over the administration of the scholarship.

Twelve scholarships were awarded this year, from 45 applications.

The students are working in six Faculties. They typically work with

one or two staff members from the unit on specific projects.

This provides exposure to, and practical experience in, work such as research, which is important to those students considering honours or post-graduate study.

All of this year's students had at least a distinction average in their course at the time of selection.

Recipient winners were: Trevor Brown, Judith Bunder, Matthew Buykx, Anthony Carolan, Michele Earl, Jenny Griffiths, Peter Knox, Richard Konarski, Sim Fui Lau, Kathryn Maddocks, Shane Watson and Grant Westcott.

## Campus Alumni Booksale

The Campus Alumni Booksale is on again this Saturday August 28 and Sunday August 29 at the Bookshop and Gallery, Campus East, Fairy Meadow from 1-5pm.

A special Open Day Sale will also be held in the foyer of the Union Hall on Sunday August 29 from 10am. Good mixed texts, general fiction, books for children, music and collectors' items will be available. The Bookshop and Gallery is staffed by volunteers, and all proceeds go towards Campus projects such as scholarships.

Donations of any material are invited and may be left at the Science Centre on any weekend afternoon, at the Library (AV area), or the ODCA Office (Union Building near the covered car park) during the week. Please mark 'Booksale'.

Enquiries to 21 3169 or 29 1951.

## Biology seminars

Biological Sciences are running the following series of evening seminars:

September 6: A seminar on Fundamental Immunology, given by Professor Bob Blanden (Division of Cell Biology, John Curtin School of Medical Research, ANU, ACT). The title is 'MHC Class I Immune Response Genes'.

September 20: The Promega seminar on Plant Biotechnology, given by Dr Jim Peacock (Chief, Division of Plant Industry, CSIRO). The title is 'Farming with genes'.



## Long Gallery

Until 12 September: Flowers, Herbs, Human Seat and Animal Breath. **Photographic exhibition** curated by Robyn Goldacre.

16 September - 3 October: **Spirituality and Mother Earth - Women stories.** Pam Johnston - recent paintings and curated works by aboriginal artists.

## General

29 August: **University Open Day.** Everything is open and everyone is welcome

10 September: **Postgraduate Research Student Open Day.** Union Function Centre. 11.30am-3.30pm followed by the Inaugural Postgraduate dinner at 7pm. Poster displays and oral presentations on postgraduate programs. Enquiries to Kim Roser, ext. 3079, or Barbara Kane-Maguire, ext. 3573.

28-30 September: **1993 ANZAAS Congress.** Curtin University, Perth.

## What's On

**Illawarra Committee for Overseas Students** events for this year are: 18 September, Blue Mountains; 26 and 27 September, Canberra; 16 October, Sydney Aquarium and harbour cruise; 4 December, Australia's Wonderland. Tickets and details are available from ICOS office, 3rd Floor, Union Retail Centre on Tuesday, Wednesday and Friday from 9.30am to 2pm or phone 21 3158.

10 October: **Annual University Service** at 7pm at St John's Anglican Church, Eastern St, Gwynneville

9-10 November: **International Conference on Islamic Banking**, organised by the University's International Business Research Group and sponsored by Al Baraka Investment And Development Co., Jeddah, Saudi Arabia. Venue: The University

Centre, Sydney. Enquiries: Dr Nelson Perera, phone 21 4028.

The following **seminars** held jointly by the Department of Sociology and the Research Group Sociological Analysis of Political and Cultural Change: Thursday 2 September, 1.30pm Andrew Cornish, University of Wollongong: Sex and the Single researcher in north-east Thailand. All are to be held in Room 2085, Building 19. Enquiries to Ellie Vasta, ext. 3744.

**Animal Experimentation Ethics Committee** meeting dates, with agenda deadlines in brackets, are: 22 November (12 November).

**Human Experimentation Ethics Committee** meeting dates with agenda deadlines in brackets are: 24 August (10 August); 5 October (21 September); 16 November (2 November); 21 December (7 December).

**Undergraduate Studies Committee** meeting dates, with agenda deadlines in brackets, are: on the following dates: 31 August (17 August); 9 November (26 October). Submission to Trevor James, ext. 4457, by 5pm of deadline date.



From left: Head, Department of Business Systems, Professor Graham Winley; Graham Collier; Director, Information Technology Services (ITS) Greg Naimo; and Manager User Services ITS Gary Kelly.

## Award for Computer Applications graduate

Business Systems graduate Graham Collier was presented with the Apple Award recently by Greg Naimo and Gary Kelly from Information Technology Services.

The award, consisting of an engraved medallion and a \$200 cheque, is made annually to the most outstanding graduate from the Associate Diploma in Computer Applications.

Mr Collier acknowledged the value of the award and the recognition given to it by employers in the information systems industry.

## Stop Press

### Graduate Consortium Courses go to air on SBS this week

First broadcast is on Thursday 26 August:

1.15pm Health Policy and Management

2.15pm TQM

3.45pm Management (Business Systems)

**Campus News is published weekly on Wednesdays. Send material, preferably by Microsoft Mail or on disk, to Gillian Curtis (042) 21 3110 by noon on Monday of the week before that of publication**