PROGRAM GUIDE

DOCTOR OF PHILOSOPHY – PHD
MASTER OF PHILOSOPHY – MPHIL

Australian School of Business
The Australian School of Business (ASB) is one of the Asia Pacific region’s leading research-intensive business schools. We’re committed to creating and sharing business knowledge with the world, by fostering the next generation of global business, research and community leaders.

Our staff and students ensure our success. We attract forward-thinking teachers, researchers and professional practitioners. Their research excellence is recognised globally, and they have strong links with the international research community. Our academics have a strong track record for mentoring and supporting our students as they strive for research excellence.

We’re proud to have the best and brightest minds competing for entry into our programs. Our students join an elite community of industry partners, academic staff and peers. Many of our alumni secure senior positions with leading local and international businesses, government organisations and universities. When you graduate, you’ll join our 70,000 strong alumni network, opening doors around the world.

I look forward to welcoming you to the Australian School of Business.

// Professor Geoffrey Garrett
Dean
Australian School of Business
The University of New South Wales
OUR SUCCESSES

EXCELLENCE IN RESEARCH FOR AUSTRALIA

THE EXCELLENCE IN RESEARCH FOR AUSTRALIA (ERA) REPORT 2012 EVALUATES RESEARCH ACTIVITY AND QUALITY IN AUSTRALIA’S 41 HIGHER EDUCATION INSTITUTIONS.

UNSW RECEIVED THE GRADE OF:
– "Well above world standard" for the research fields of ‘Commerce, Management, Tourism and Services’ and ‘Law and Legal Studies’
– "Above world standard" for the research fields of ‘Economics’ and ‘Information and Computing Sciences’.

HIGHEST RATING OF “WELL ABOVE WORLD STANDARD” WAS ACHIEVED IN THE FOLLOWING SPECIFIC SUBJECT AREAS:

– EXCELLENCE IN RESEARCH FOR AUSTRALIA (ERA) IN ‘COMMERCE, MANAGEMENT, TOURISM AND SERVICES’
– EXCELLENCE IN RESEARCH FOR AUSTRALIA (ERA) IN ‘LAW AND LEGAL STUDIES’
ASB AT A GLANCE

8 Disciplinary Schools
9 Research Centres and Institutions
5 Affiliated Research Centres

12,238 Students
5467 Postgraduate Coursework Students
236 Postgraduate Research Students
357 Academics and Researchers
217 Professional and Technical Staff
Our research students and their supervisors are our lifeblood. They work together at the cutting edge of their field, including supportive feedback, advanced supervision and access to leading research through active seminar programs. This collaboration benefits both our established researchers and their research students. We are committed both to maintaining dominance in our traditional areas of strength, and to building our reputation in promising new areas. We encourage our postgraduate research students to be creative and innovative in their work, thus enabling them to add their own mark to establish knowledge in their field.

A wide range of prestigious scholarships support our students, funded by the Australian Commonwealth Government, UNSW, ASB, overseas governments, research grants and industry. We also have one of the strongest success rates for securing nationally competitive research funding in Australia. As ASB grant holders actively involve students in their research projects, this further increases the research and funding opportunities for postgraduate research students. We all look forward to the next generation of research students, and welcoming them to the global fraternity of ASB research scholars.
OVERVIEW

RESEARCH CENTRES

Our nine on-campus research centres produce research results with real world relevance:

- ARC Centre of Excellence in Population Ageing Research (CEPAR)
- Asia-Pacific ubiquitious Healthcare Research Centre (APuHC)
- Australian Institute for Population Ageing Research (AIPAR)
- Centre for Accounting and Assurance Research (CAAR)
- Centre for Applied Economic Research (CAER)
- Centre for Energy and Environmental Markets (CEEM)
- Industrial Relations Research Centre (IRRC)
- Institute of Global Finance (IGF)
- Korea Research Institute (KRI)

Discover more about our research centres:
www.asb.unsw.edu.au/research/researchcentres/Pages

AREAS OF STUDY

We build research teams across a range of diverse disciplines. As a PhD or MPhil student, you’ll be based in one of eight schools:

- ACCOUNTING
- RISK & ACTUARIAL STUDIES
- BANKING AND FINANCE
- ECONOMICS
- INFORMATION SYSTEMS, TECHNOLOGY & MANAGEMENT
- MARKETING (INCLUDING TOURISM AND HOSPITALITY MANAGEMENT)
- MANAGEMENT
- TAXATION & BUSINESS LAW

Discover more about our disciplinary schools:
www.asb.unsw.edu.au/Schools
We offer two postgraduate research degrees – Doctor of Philosophy (PhD) and Master of Philosophy (MPhil):

**POSTGRADUATE RESEARCH PROGRAMS IN THE ASB**

**DOCTOR OF PHILOSOPHY (PHD)**
Complete a piece of research that shows a significant, original contribution to knowledge in the field of study. You'll acquire advanced specialist research training and produce a thesis that:
- summarises the research;
- provides evidence for independent thought and critical analysis;
- demonstrates effective communication; and
- shows expert knowledge of the discipline in the international context.

**MINIMUM DURATION**
Full-time 3 years
Part-time 4 years

**DEGREE STRUCTURE**
The PhD consists of a coursework component (usually undertaken in your first year) and a thesis. Your coursework subjects will depend on your area of study and background.

**ADMISSIONS**
You'll need to have already completed:
- a four-year Bachelor's degree with first or upper second class honours in a related discipline;
- a Masters by Research degree in a related discipline; or
- an equivalent academic qualification in a related discipline.

**CURRENT ENROLMENTS**
192 STUDENTS

**MASTER OF PHILOSOPHY (MPHIL)**
Complete a component of coursework, including research methodology, relevant to the field of study. You'll also produce an original piece of research that is less involved than a PhD. The degree is ideal for gaining basic research training.

**MINIMUM DURATION**
Full-time 1.5 years
Part-time 3 years

**DEGREE STRUCTURE**
The MPhil consists of four coursework subjects (usually undertaken in your first year) and a thesis.

**ADMISSIONS**
You'll need to have already completed:
- a four-year Bachelor’s degree (preferably with honours);
- a coursework masters degree in a related discipline with an overall grade of Distinction (75 per cent) or better; or
- an equivalent academic qualification in a related discipline.

**CURRENT ENROLMENTS**
44 STUDENTS

Find out more about our PhD and MPhil programs: [www.asb.unsw.edu.au/futurestudents/postgraduate/research](http://www.asb.unsw.edu.au/futurestudents/postgraduate/research)
WHEN YOU UNDERTAKE A POSTGRADUATE DEGREE BY RESEARCH, YOU’LL BE TRAINED IN A RANGE OF DISCIPLINES, WHILE BEING BASED IN ONE OF OUR SCHOOLS AND SUPPORTED IN YOUR INDIVIDUAL PURSUIT OF RESEARCH SUCCESS. WE ARE COMMITTED TO CREATING A SUPPORTIVE ENVIRONMENT THAT IMMERSES STUDENTS IN THE RESEARCH COMMUNITY.

Most students start their degree by taking several courses. This provides essential research training, and will connect you with other students and staff so you can establish a peer network that supports you when writing your thesis.

Seminar series, workshops and functions are also a great way to network, socialise and forge friendships that often last a lifetime.

Your well-resourced environment includes vast databases and an extensive library, as well as some financial support for research. Our state-of-the-art Experimental Research Laboratory is used to conduct controlled business and economics experiments and simulations. Our extensive visitor program brings noted experts to our research community.

See pages 18 to 19 for information on our range of generous scholarships.

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**// SUMAIYA AHMED – MARKETING**

Sumaiya Ahmed, a PhD student from the School of Marketing, won the first prize at the UNSW 2012 Three Minute Thesis Competition. On behalf of UNSW, she participated in the inter-university 2012 Australia and New Zealand Three Minute Thesis competition with over 30 other Universities from Australia and New Zealand. The competition gives research students just three minutes to make a compelling presentation on their thesis topic and communicate its significance. It enables students to consolidate their ideas and crystallise their research discoveries.

Sumaiya’s research uses cutting-edge modelling, known as copula modelling, to find the optimal time for DVD release in order to maximise total sales. She says ‘if the DVD is released too early, people may defer going to a cinema and instead buy or rent the DVD. That will cause lower sales at the box office. Equally, releasing too late once the excitement surrounding the film has dissipated may also lead to lower DVD sales. The real value of my model is to inform specific managerial decision-making. I have found that while the average waiting time before a DVD is released is 13 weeks, the optimal time in some cases could be earlier. However, it differs across movies, depending on characteristics such as genre, or critical rating.’

Her supervisor Professor Ashish Sinha says ‘this is a great result from a student who is very active in the postgraduate research program. Her research has significance for the film industry and it is a credit to her, and to the ASB. This is a testament to her dedication, the high quality of her work and what she has achieved in such a short space of time. Her doctoral research delves into an important managerial decision – that of when to release a product in an auxiliary or secondary channel.’

‘It has been a wonderful research experience for me, and with the skill-set I have developed here at the ASB, I am confident that I will be adding considerable value to both the industry and the academic community,’ says Sumaiya.

Sumaiya received a UNSW Tuition Fee Scholarship plus an ASB Stipend Scholarship to undertake her PhD.
‘To be a world-class researcher, you need to undergo rigorous training,’ says Pavle. ‘UNSW has exceeded my expectations, with the calibre of academic staff further fuelling my interest in corporate finance and governance.’

Pavle has been particularly impressed with the school’s extensive set of advanced coursework, which he says is imperative to understanding and conducting cutting-edge research.

‘My research interest lies in the area of corporate decision making and the interaction with corporate governance structures,’ he says.

‘I’m especially interested in the applied theory of corporate finance, with a focus on ownership and capital structures in the presence of moral hazard problems.’

Pavle’s thesis delves into the determinants of optimal financing policies, in the presence of control considerations.

‘I specifically focus on a family firm setting, where the founder values perpetuation of control, but faces incomplete markets and potential conflicts of interest. While there exists an extensive literature on the methods families use to perpetuate control, there is no current research that examines the capital structure decision of the family firm.

‘Given that family firms are pillars of the global economy, but may be fundamentally different from firms with dispersed ownership structures, it’s important to fill this gap with knowledge.’

Previously, Pavle undertook a Bachelor of Commerce, with a double major in Finance and Economics, at the University of Auckland Business School in New Zealand. There he received first class honours in finance and was awarded the Shirley Barker Calderwood Memorial Scholarship, the senior prize in both economics and finance, and a Certificate of Merit from the Head of the Mathematics Department.

He holds an Australian Postgraduate Award Scholarship and Sasakawa Young Leaders Fellowship Fund Scholarship.

‘I also work as a teaching assistant at the School of Banking and Finance and a research assistant to senior faculty members on various projects. These opportunities are available to research students who wish to further upgrade their skill set in preparation for an academic career and the ‘business of discovery’.’
‘I chose UNSW because I wanted to learn from the best. While a PhD involves a lot of solitary work, it’s great to have experts who provide guidance, support and considerable expertise to help me attain a PhD,’ says Jeffrey.

Jeffrey was impressed that the school had ‘the most experienced and widely published experts in Australia’ and received international acclaim.

Jeffrey’s thesis, ‘Taxation of life insurance in Australia and its impact on standard of living’ seeks to discover whether or not life insurance taxation meets the principles of efficiency, simplicity and fairness.

‘Recent legislative changes have compelled most superannuation funds to offer insurance to their members. This places increased emphasis on how insurance is taxed in this environment. My research analyses the taxation’s impact on life insurance premiums and benefits, and on a person’s standard of living.’

Prior to his PhD, Jeffrey completed a Bachelor of Mathematics from the University of Waterloo in Canada; Diploma of Financial Planning from Deakin University and the Financial Planning Association; Master of Education from UTS; Master of Arts by Thesis, through UTS; and a Master of Taxation Law from UTS. He also has a Graduate Diploma in Advanced Taxation from UNSW.

Jeffrey’s 25 years in insurance and financial services has seen him work in Canada, Australia, New Zealand and Indonesia. He is currently the executive manager of InsuranceTech and Business Delivery for CommlSure, having recently returned from Jakarta, where he was placed at PT Commonwealth Life.

‘I chose ASB because the School of Accounting faculty, program of study and level of research are amongst the best in the world,’ says Tanya.

Having toured the world as a concert pianist, Tanya decided to pursue her passion for the environment.

‘My thesis lies at the crossroads of engineering and accounting and explores the development and implementation of the carbon price in Australia,’ she says.

‘It examines the ways in which accounting (in the broadest sense of the word) determines the design of carbon pricing mechanisms, and assesses the implications of carbon pricing on corporate accounting practices.’

Prior to her PhD, Tanya completed a Master of Environmental Management at UNSW, receiving an AFAANZ (Accounting & Finance Association of Australia and New Zealand) award for the highest aggregate mark.

She has worked for leading energy and greenhouse gas consultancy Energetics, advising commercial, mining and oil and gas companies on energy and greenhouse gas strategy, accounting and trading.

‘Given the relative immaturity and trans-disciplinary nature of carbon policy and pricing, my interaction with government and industry raised more questions than it answered.’

‘With over 50 national and sub-national jurisdictions already implementing carbon pricing, this first in-depth analysis of how carbon pricing affects and changes corporate accounting practices is of international interest and relevance to accountants, consultants and policy makers.’

Tanya received an Australian Postgraduate Award scholarship and a supplementary scholarship from ASB to undertake her PhD.
Yumeng’s research explores workplace emotion. ‘I wanted to learn more about how people behave at work,’ he says.

‘ASB has turned out to be a wonderful place for me to get all the knowledge I need to test my research questions. I’m looking forward to continuing my research life here.’

‘I look at how service employees use different strategies to control their facial expressions when facing difficult customers. I also want to explore how these strategies can shape outcomes for employees and employers, such as customer satisfaction.’

Yumeng’s experimental studies – supported by the ASB Experimental Research Laboratory – showed that when service employees tried to fake a positive attitude with difficult customers, their performance with other customers suffered, due to tiredness.

‘I hope my research can encourage managers to adopt methods that protect their employees from difficult customers. This will not only influence employees’ wellbeing, but also prevent loss in the company’s future profit,’ Yumeng says.

Yumeng has a Bachelor of Management from NanKai University and a Master of Management from RemMin University, both in China.

While completing his PhD, Yumeng is supported by a scholarship jointly funded by the China Scholarship Council, UNSW and ASB.
‘With its excellent international reputation, generous financial support, world-class facilities, supportive supervisors and international research environment, I know I made the right decision pursuing my PhD at ASB!’ says Lin.

‘The degree will really open doors for me in academia. And the skills I acquire will help me excel in my future career.’

Lin’s research interest lies in the area of e-commerce, specifically online group buying. She investigates consumers’ motives behind their group buying behaviour from social and psychological perspectives using use and gratifications (U&G) approach. She also builds a hierarchical model of buying motives based on means-end chain (MEC) theory.

‘The results can provide a valuable insight into motivation theory, by understanding the complexities underlying consumers’ motivational process, determining their online group buying behaviour,’ says Lin.

‘This study can not only provide in-depth insights into the major psychological and social drivers of group buying on Internet, but also the concrete websites attributes which directly correspond with these motivations. By incorporating these lower level attributes, group buying websites can attract more customers and survive in the competitive e-market.’

After completing a Bachelor’s degree in Information System from China’s Chongqing University, Lin received a UNSW Tuition Fee Scholarship and Faculty Stipend scholarship to study MPhil in 2008. In 2011, she started her PhD in Information Systems, Technology and Management with the assistance of an University International Postgraduate Award scholarship and a supplementary scholarship from ASB.
It’s a young and dynamic field. With heightened global awareness of the threats that climate change poses and increasing climate pressures in many parts of the world, governments are introducing energy and climate policies. Research into the design of these policies is important, so they can be effective in terms of their environmental goals, economically efficient, and also fair.”

Johanna holds a German Diplom (equivalent to a Master’s degree) in Economics from the Free University Berlin. She decided to apply for the ASB PhD while on a one-year study exchange at UNSW in 2009.

‘At UNSW, I am part of an interdisciplinary research centre – the Centre for Energy and Environmental Markets (CEEM) - where I have had the opportunity to discuss my results with researchers from other disciplines, such as Engineering, Accounting, and the Social Sciences,’ she says.

‘I have also collaborated with scholars from Australia, Europe and China, who I have met on campus, at conferences and through networking with fellow UNSW researchers.’

While completing her PhD, Johanna is supported by a scholarship funded by her supervisor and a UNSW Tuition Fee Scholarship.

‘The ASB and UNSW provide a wonderful, supportive research environment. It has been a privilege to learn from and collaborate with outstanding scholars, who are passionate about their research and have helped me become an independent and confident researcher,’’ says Johanna.

Johanna says the ‘excellent education at UNSW, supportive research environment and interdisciplinary and international contacts’ made during her PhD degree, will enable her to conduct policy research on a high level and contribute to the constructive development of climate and energy policies around the world.

‘I’m surrounded by a group of genuine, outstanding and professional researchers who help me realise and exceed my potential,’ says Wei.

In the first year of his PhD, Wei has found studying at ASB to be ‘extremely rewarding and fulfilling.’

‘I have the opportunity to work with some of the leading scholars in risk and actuarial studies. They have taught me the importance of a constructive role in both academia and industry.’

‘Interacting with people from different disciplines and backgrounds, and sharing my experience and insights with them, has reminded me that I am a part of a big community.’

Wei’s research uses actuarial surplus models to represent the financial evolution of companies that engage businesses involving risks.

‘In order to better understand a company’s operations and management, my research incorporates decision-making strategies and variables into the stochastic models. The performance of a company is then evaluated by specifying certain objectives as a criterion. This is used to optimise management’s decisions. Ultimately, companies are able to use this approach to gain insights and perspectives on strategies that will bring them closest to their goals.’

Prior to his PhD, Wei completed a UNSW Bachelor of Commerce in Actuarial Studies – with first class honours – and a Bachelor of Science in Mathematics and Statistics, with distinction. After that, Wei received an Australian Postgraduate Award and a supplementary scholarship from ASB to undertake his PhD.
‘I ENROLLED AT THE ASB DUE TO ITS REPUTATION FOR HIGH QUALITY FINANCE RESEARCH, WHICH ENABLED ME TO PURSUE WORK IN QUANTITATIVE FINANCE WHILE PUBLISHING IN TOP JOURNALS’

DR MARK HUMPHERY-JENNER

PHD IN BANKING AND FINANCE COMPLETED IN 2012

The ASB successfully graduated 230 HDR students over the last five years. Of those who have provided information about their current appointments, the majority hold academic positions, with many in Australia employed by Group of Eight (a coalition of Australia’s leading research-intensive universities).

Mark commenced his PhD in 2009, after completing Honours degrees in Finance and Law at UNSW, with the assistance of an Australian Postgraduate Award scholarship, and a UNSW Research Excellence Award, which is only offered to a University Medallist.

Mark’s research focused on law, finance and on private equity, looking at ways to optimise corporate decision making, and to inform the policy debate on how to structure laws in order to create corporate value.

Throughout his PhD he published papers in top tier finance journals, such as Journal of Financial Economics and Strategic Management Journal. He has also conducted research in law, with his law and finance work being accepted into journals such as the Journal of Empirical Legal Studies. Mark is currently working as a Senior Lecturer at the School of Banking and Finance at the ASB.
WE SUPPORT OUR POSTGRADUATE RESEARCH STUDENTS WITH MANY COVETED SCHOLARSHIPS, AS YOU WILL SEE ON THESE PAGES. YOU WILL FIND A FULL SUMMARY OF THE SCHOLARSHIPS ON OUR WEBSITES:

Australian School of Business website: www.asb.unsw.edu.au/futurestudents/postgraduateresearch

UNSW Graduate Research School website: http://research.unsw.edu.au/postgraduate-research-scholarships

UNSW DOMESTIC AND INTERNATIONAL RESEARCH SCHOLARSHIPS

- UNSW Research Excellence Awards
- Australian Postgraduate Award (APA) / University Postgraduate Award (UPA)
- International Postgraduate Research Scholarship (IPRS)
- University International Postgraduate Award (UIPA)
- Tuition Fee Scholarship (TFS) plus a Faculty Research Stipend

These scholarships provide domestic students with a living allowance, while international students receive a living allowance and payment of tuition fees. Some scholarship holders receive a supplementary scholarship from ASB.

Please note:

- Domestic students (Australian and New Zealand citizens and Australian Permanent Residents) are exempt from tuition fees under the Research Training Scheme (RTS).
- A total living allowance is approximately AU$30,000 – $34,600 per annum for 2013.
CHINA SCHOLARSHIP COUNCIL (CSC) SCHOLARSHIPS
CSC applicants for PhD degrees in the Australian School of Business can be considered for a UNSW Tuition Fee Scholarship (TFS). Scholarship holders who enrol in the ASB are also awarded a supplementary scholarship.

SCHOLARSHIPS FOR SPECIFIC RESEARCH PROJECTS
Each year, we offer several awards to help PhD students work on specific research projects. The scholarships are usually funded by external grants held by ASB researchers and supplemented by ASB funds. These scholarships are posted on our website.

SASAKAWA YOUNG LEADERS FELLOWSHIP FUND (SYLFF) SCHOLARSHIPS
The prestigious SYLFF scholarships, funded by the Nippon Foundation and administrated by the Tokyo Foundation, are offered to full time PhD students earmarked as future leaders in international affairs, public life and private endeavours.

CAPITAL MARKETS COOPERATIVE RESEARCH CENTRE (CMCRC) SCHOLARSHIPS
The Capital Markets CRC hosts a world-class program for high-achieving PhD students.

AUSTRALIAN GOVERNMENT SCHOLARSHIPS (INTERNATIONAL)
- AusAID – Australian Development Scholarships
- AusAID – Australian Leadership Awards
- Endeavour Awards

TEACHING/RESEARCH ASSISTANTSHIPS
Students may also be able to work casually as teaching assistants or research assistants during their studies. Positions are subject to availability and are negotiated with the relevant school head.
WE WELCOME EXPRESSIONS OF INTEREST (EOIS) FROM APPLICANTS WHO WISH TO APPLY FOR A PHD OR MPHIL. YOU MAY THEN BE INVITED TO SUBMIT A FORMAL ADMISSION APPLICATION.

Your EOI must include:
- The completed EOI questionnaire form
- A research proposal (3-7 pages in length)
- Resume/curriculum vitae
- Academic transcripts for all previous degrees (at this stage it is not necessary to provide certified copies)
- Two referee’s reports or recommendation letters

We also strongly recommend you provide your GMAT or GRE score if you are applying to the PhD program and have not completed an undergraduate degree in Australia or New Zealand within 18 months of applying.

Submit your EOI:
www.asb.unsw.edu.au/futurestudents/postgraduateresearch

ENGLISH LANGUAGE REQUIREMENTS

If English isn’t your first language, or you haven’t undertaken degree studies taught in English within the last two years, you’ll need to demonstrate your English competency by undertaking a recognised language ability test.

See the UNSW English requirements policy:
www.unsw.edu.au/english-requirements-policy

SEMESTER DATES

Semester 1 starts in late February/early March and semester 2 starts in mid-July.

See upcoming semester dates:
https://my.unsw.edu.au/student/resources/AcademicCalendar.html

You can submit an EOI at any time. However, if you intend to apply for a UNSW Research Scholarship, you must submit your EOI before the following dates:

For Semester 1 admission
International students – Mid-July
Domestic students – Mid-September

For Semester 2 admission
Domestic and International students – Mid-February

TUITION FEES

Domestic students (Australian and New Zealand citizens and Australian Permanent Residents)
Domestic PhD and MPhil students are exempt from tuition fees under the Research Training Scheme (RTS).

International students
An annual tuition fee applies.
2013 annual fee – $25,920

For information on fees and costs please visit: http://research.unsw.edu.au/costs
FOR FURTHER INFORMATION

Please visit our website:
www.asb.unsw.edu.au/research

Or contact:
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Australian School of Business
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FOR FURTHER INFORMATION

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www.asb.unsw.edu.au/research

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