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Please visit our website: business.unsw.edu.au/research

For more information:
EOI form and two referee report forms from our website. These can be downloaded online and a Supplementary Application Form.

The main UNSW campus is on 38 hectares in Kensington, close to Sydney’s attractions. There are five schools including the Business School also of UNSW Australia. The Business School has over 20,000 students seeking a scholarship, you must apply more than six months before your planned starting semester. It usually takes at least four weeks for us to assess your EOI and encouraged you to apply, lodge your application online at student.unsw.edu.au.

We encourage students seeking a scholarship, you must apply more than six months before your planned starting semester.

The Business School also of UNSW Australia.

For international students, will also cover tuition fees. For international applicants, you will be required to pay tuition fees for the duration of the degree, unless you have a scholarship.

For further information, please visit the UNSW Business School website. We encourage you to apply for a scholarship. This will help you with your living expenses

More information:
More information:

student.unsw.edu.au/risks-and-actuarial-studies
and professional development.

For a Postgraduate Research Program at the UNSW Business School

For further details about the Graduate Research Program, please visit the UNSW Business School website.
Schedule of Events

(All Student Research Fair sessions will be held in The Place, Ground Floor, UNSW Business School Building, UNSW)

9:00am – 9:30am: Registration of Speakers/Presenters and Welcome

9:30am – 11:00am: Honours Research-In-Progress Talks:

   Stream A (Orange Room) – 3 Presentations
   Stream B (Yellow Room) – 3 Presentations

11:00am – 11:15am: Morning Tea

11:15am – 12:15pm: Honours Research-In-Progress Talks:

   Stream A (Orange Room) – 2 Presentations
   Stream B (Yellow Room) – 2 Presentations

12:30pm – 2:00pm: Lunch and Poster Presentations:

   1:00pm – 1:30pm: Undergraduate Research Poster Presentations
   Higher Degree Research Poster Presentations

2:00pm – 3:00pm: Industry & Alumni Panel Discussion: The Benefits of Research Training

3:00pm – 3:15pm: Afternoon Tea

3:15pm – 3:30pm: Announcement of Competition Winners:

   Best Undergraduate Research Poster
   Best Honours Presentation (Stream A)
   Best Honours Presentation (Stream B)
   Best Higher Degree Research Poster

3:30pm – 4:30pm: Information Sessions and Q&A for:

   Honours Programs (Orange Room)
   Higher Degree Research Programs (Yellow Room)
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The Allocation of Time of Working Fathers to their Work and Family Roles

Time is regarded as a valuable but scarce resource and plays a significant role in the context of work-family interface. The ‘zero-sum’ nature of time implies that the greater number of hours that are allocated to the work role, the less time that is available to fulfil family responsibilities and vice versa. An extensive time commitment to one role may produce a physical and emotional exhaustion that may conflict with the requirements of another role. Existing work-family literature has indicated that there are gender differences in the experience of their work and family lives, however the challenges faced by working fathers after the changes in gender roles often received much less attention. This research aims to study the behavioural changes, particularly the changes in time allocation to work and non-work activities of male employees after their transitions to fatherhood. The determinants of time allocation of working fathers have also been examined. In order to achieve these purposes, a secondary research has been adopted with the use of the Household, Income and Labour Dynamics in Australia Survey. Preliminary results in the form of a correlational analysis indicates that the age of working fathers and their dependent children are associated with their time allocation to work and non-work activities.

Discussant: Associate Professor Alannah Rafferty

Designing Persuasive Digital Entrepreneurial Crowdfunding Platforms

Crowdfunding platforms provide a potent alternative to traditional forms of early-stages capital acquisition. However, many projects on crowdfunding platforms fail to persuade enough people to commit financially. To understand persuasiveness in this digital entrepreneurial crowdfunding context, the Persuasive Systems Design model is combined with the Dual-Processing Model of Persuasion in order to develop a theoretical framework with which crowdfunding platforms may be evaluated. The robustness of this model has been examined through a content analysis of five real-world crowdfunding platforms, and is currently being further examined through semi-structured interviews.

Discussant: Khet Oo Tha

Accounting for Public-Private Partnerships: Now & Then

Although the extent literature of PPP accounting policy mainly concentrates on criticizing the off-balance sheet treatment of PPP transactions, the recent adoption of IPSAS 32: Service Concession Arrangement -
Grantor implies that off-balance sheet reporting will largely disappear. Therefore, the age-old off-balance sheet debate is no longer relevant. Capitalizing on the new standard, this thesis examines whether the adoption of IPSAS 32 is associated with a lower cost of PPP financing and whether this adoption gives rise to opportunistic asset valuations. The study will be conducted based on a panel data set of 186 public sector entities in the UK over 5 years from 2007/08 – 2011/12. The potential implications and contributions of this study are also considered.

Discussant: Associate Professor Richard Morris

11:00am  Morning Tea

11:15am  Shri Gurumurty, School of Information Systems, Technology & Management

Social Media for Resource Orchestration in Social Movements

Social media are increasingly important repertoires in social movements. Social movements in the contemporary era such as ‘Arab Spring’ (2011), ‘Occupy Wall Street’ (2011), ‘Euromaidan’ (2013) and ‘Umbrella Revolution’ (2014) have exhibited monumental speeds in the mass mobilisation of dispersed individuals, outside the framework of traditional institutions and organisations. This represents a fundamental change in the role of social media from a broadcast oriented platform towards a citizen-driven, community engagement mechanism. This has created unprecedented opportunities and challenges for social movement actors. Extant research is divided in this area. One school of thought proposes that social media have the potential to transform society by empowering individual citizens to vanguard social movements. However critics argue that such ‘grassroots’ movements lack the stability and legitimacy of their organisational counterparts in enacting social change. The current research proposes that an orchestration of resources between organisational and grassroots movements is required to enact social change. However, there is a paucity of knowledge on how such an orchestration can be achieved. This study aims to bridge this gap through a process-based exploration of how social media can be used to orchestrate resources in contemporary social movements. Through an analysis of the 2014 Soup Kitchen Ban in Malaysia, this study will propose an emergent model to determine how social movement organisations and grassroots movements can leverage the latter’s capacity, and ultimately create new avenues for social change.

Discussant: Chanyoung Seo

11:45am  Devesh Mitra, School of Information Systems, Technology & Management

An Analysis of the Different Ways Organisations are Solving WYOD (Wear Your Own Device) Issues

The Internet of Things has paved the way for many applications for business and for society. Wearables, being a subcategory of the Internet of Things, have the added feature of being attached to a person’s body, and are only recently being applied to businesses and their operations. Although many businesses have prepared for employees bringing their own devices by implementing a BYOD policy or a solution for managing the devices, there is a lack of proof that they have thought about the issues that come with employees bringing wearables into the workplace. The aim of this research is to study this new paradigm of WYOD (Wear Your Own Device), and how organisations are tackling or attempting to tackle the issues that come with it.

Discussant: Dr Ben Choi
Hyung Kwon Seo, School of Banking & Finance

Realized Bond Betas and Business Cycle Factors

It is a well-regarded fact that stock and bond’s returns exhibit co-movements. There is immense research dedicated to accurately forecasting the direction and magnitude of such co-movement that will provide invaluable benefits to practitioners such as portfolio managers who wish to target a particular portfolio risk level. Recent advancement in financial econometrics through the development of quadratic variation and realized covariance and variance of asset price returns allow me to accurately construct realized betas of bonds to the stock market. The research at this point in time of writing this document is provisional to the key business cycle factors that I have identified that are likely candidates to explaining realized US bond betas. These factors are the short term interest rates, the Chicago Board of Option Exchange’s Implied Volatility Index (VIX), US unemployment rate, change in US housing price as well as the change in gold price. I hope to finalise which of these variables provide the best explanation to the time series of bond beta and possibly further develop a forecasting technique.

Discussant: Dr Stefanie Schraeder

Andrew Song, School of Risk & Actuarial Studies

Pricing and Hedging of Guaranteed Minimum Benefits in Variable Annuities

In this research, we provide a comprehensive look at Guaranteed Minimum Benefits embedded in Variable Annuities under a regime-switching environment. We provide insight upon pricing and hedging these products under stochastic mortality, equity and interest rate risk. Our methodology is general enough to cater for all Guaranteed Minimum Benefits that exhibit a fixed time horizon. We employ the Fourier Space Time-stepping algorithm and demonstrate its flexibility in pricing and hedging applications. A static hedging strategy is also proposed and then evaluated for its effectiveness.

Discussant: Dr Ralph Stevens

Zhiyuan Liu, School of Banking & Finance

The Source of Value Destruction in Acquisitions by Overconfident Managers

Previous literature provides mixed evidence with respect to the short term market reactions around acquisition announcements conducted overconfident managers. Our overarching goal is to identify the value drivers in overconfident CEOs’ acquisitions. We aim to test the possibility that while overconfident CEOs might undertake acquisitions to which the market might initially respond positively, they might not be able to execute these deals to generate synergies. By using three theoretical based measures of overconfidence, our initial analysis shows that market reacts insignificant-to-positive to the takeover announcement by overconfident managers, and overconfident managers are not more likely to select target that previous literature documents value destructing. Our next step is to analyze the potential source of the positive initial market reaction and examine the hypothesis that while overconfident managers select target better at the first stage, they are not able to execute the deals well to generate enough synergies to justify the positive initial market reactions.

Discussant: Professor Peter Swan
11:15am  **Cameron Dark**, School of Economics

**Optimal Inflation Measures for Targeting Under Sectoral Heterogeneity in Australia**

The microeconomic evidence on price-setting shows that the frequency at which firms adjust prices varies across sectors. This paper explores the nature of heterogeneity in sectoral prices with a high-dimensional approximate factor model for the Australian economy, before attempting to find the optimal inflation measure for targeting by the central bank with a multi-sector New-Keynesian framework. Preliminary findings include: (i) under particular weighting patterns the factor space provides an unbiased measure of underlying inflation that contains information about future trends in headline inflation. (ii) the presence of these desirable properties alone is not sufficient for a measure of underlying inflation to perform well in a welfare analysis when heterogeneity in price-setting behaviour and roundabout production are present.

**Discussant: Dr Nalini Prasad**

11:45am  **Justin Chan**, School of Economics

**Do Academics Cheat in the Ranking Game?**

In this paper I analyse whether an author’s construction of journal rankings are biased in favour of journals the author has published in. I will discuss the impact of these rankings and the corollary incentives for academics to have published in higher ranking journals. This cheating behaviour is an extension of other cheating behaviour observed in academia such as falsifying data, resume padding. I will also examine whether the likelihood of cheating is increased under certain conditions.

**Discussant: Dr Alberto Motta**
Innovation and the Law
Jinani Edirimanne  
Patentability of Human Genes: Implications of Patent Protection
Shaun Katz  
Protecting Your Trade Mark From Trade Mark Squatters

Internet-based Innovation
Jacky Ng  
Crowdsourcing: How Does Corporate Culture Affect the Success of Crowdsourcing?
Shing Hin Yeung  

The Housing Market in Australia
Benney Au and Anna Li  
An Analysis into the Causes of Price Growth in Australian Housing
School of Accounting
Maude Pare Plante  When the Hammer Falls; Accounting in the Art Market
Chuan Yu  Voluntary Direct Method Cash Flow Disclosure

School of Economics
Nathan Kettlewell  Family Formation and Demand for Health Insurance

School of Management
Mark Do  Determining Which Personality Level Best Predicts Leadership Effectiveness: A Meta-Analysis

School of Marketing
Felix Septianto  Feel Like Giving or Receiving? Pride and Gratitude Leverage the Effectiveness of Different Marketing Appeals

School of Risk & Actuarial Studies
Shang Wu  Optimal Portfolio Choice with Health Contingent Products: The Value of Life Care Annuities

School of Taxation & Business Law
Courtenay Atwell  Pre- and Post-signature Withdrawal Rights in Franchise Contracts: Their Role and Utility for Franchisees and Franchisors
Ann Kayis-Kumar  Taxing Multinationals: Preventing Tax Base Erosion through the Reform of Cross-Border Intercompany Deductions
Arifin Rosid  Do Perceptions of Corruption Affect Taxpayers to Intentionally Underreport their Income Tax? An Empirical Study of Indonesia
We are very pleased to welcome a number of industry representatives and alumni to the UNSW Business School Research Fair. The Business School would like to thank the following people for their willingness to act as participants in the panel discussion on the benefits of research training:

Jim Chuang, Ernst and Young, University Medallist 2009

Richard Grice, HoustonKemp Economists

Anatoly Kirievsky, Bank of America Merrill Lynch (formerly Reserve Bank of Australia and HSBC)

Dr Dan Rees, Reserve Bank of Australia

Mengyi Xu, PhD student, School of Risk & Actuarial Studies, UNSW Business School

Daniel Zafir, Respiratory Innovations (formerly Zenogen)
How to apply

Before applying, make sure you meet the academic and English language requirements. Check you meet the English language requirements before accepting.

You will need to pay the application fee if you have a scholarship. If you are applying for a PhD program, remember to also apply for a scholarship. This will help you with your living expenses.

Your research proposal is used to match your research interests with available supervisors. We encourage you to contact the Business School to find the right school for your application.

More information:

To accept your offer:

- Pay your fees for the duration of the degree, unless you have a scholarship.
- If you have a scholarship, you will be responsible for issuing your student visa.
- Visit www.business.unsw.edu.au/programs-forms, please visit our website:

More information:

Website: www.business.unsw.edu.au/students/scholarships.

More information:

For international students, you will need to pay your fees for the duration of the degree, unless you have a scholarship.

More information:

For further information:

Please visit our website business.unsw.edu.au/research

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business.researchdegree@unsw.edu.au

FOR FURTHER INFORMATION

For a postgraduate research program at the UNSW Business School, go to www.business.unsw.edu.au/research-schools/postgraduate-research

For a list of current postgraduate research opportunities, go to www.business.unsw.edu.au/research-postgraduate-opportunities.

FOR FURTHER INFORMATION

Please visit our website business.unsw.edu.au/research

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