

3rd BUSINESS DOCTORAL AND EMERGING SCHOLARS CONFERENCE

Thursday - Friday, 29-30 November 2018

Joondalup Campus,
Western Australia



The School of Business and Law at Edith Cowan University is organising the 3rd Business Doctoral and Emerging Scholars Conference 2018, which will be held in Perth, Australia on 29 and 30 November 2018.

The conference provides an opportunity for participating doctoral students and early career researchers (ECR) to discuss and share their research ideas and approaches with other doctoral students, researchers and leading academics within the broad field of business.

We have secured impressive keynote speakers who have extensive experience publishing in high level journals and are leading experts in their research fields.

This year the conference features two workshops where participants will be introduced to WarpPLS application, as well as a Meet the Editor session.

The conference is accepting submissions from doctoral students in different stages of their dissertation process, and ECR who completed their study in the last five years. We welcome submissions from the field of Business. Selected papers will be invited to submit to [Asia-Pacific Journal of Marketing and Logistics](#).¹

Keynote Speakers



Professor Tim Bentley

Tim Bentley is Professor of Work and Organisation and Director of Research at Massey University's School of Management. He is also senior editor with the Cambridge University Press publication, *Journal of Management and Organization* (JMO). Tim is the founding member of Massey's Healthy Work Group and former Director of the New Zealand Work Research Institute.

Tim leads government and industry-funded research in three key fields: wellbeing and psychosocial risk (notably workplace bullying), occupational health and safety, and the future of work. He is regularly featured in the New Zealand media and publications, speaking on issues relating to tourism, bullying and the future of work. He has published widely in the leading journals in his field and his work has been cited more than 2000 times (GS). He is currently leading the development of the New Zealand Workplace Barometer, a national research programme developed to monitor the extent, cost and nature of psychosocial risk in New Zealand workplaces, and the promotion of healthy work towards improved wellbeing and performance.



Professor Jacqueline Birt

Jacqueline Birt is Professor of Accounting and Director of Academic Programmes for the Business School at the University of Western Australia (UWA), with over thirty years teaching and research experience. She is also President-elect of the Accounting and Finance Association Australia and New Zealand (AFAANZ). Jacqueline is a member of several external boards including AFAANZ, the IAESB Consultative Advisory Group and BEWA (Business Educators Western Australia), and she is a Deputy Editor at the *Accounting & Finance Journal* and an Associate Editor at the *Accounting Research Journal*.

Jacqueline's research is predominantly in international accounting and accounting education. In international accounting she has published in areas such as segment reporting, voluntary disclosures and value relevance. In accounting education she has published in areas such as XBRL, ICT use in accounting, international student learning and blended learning. She has published in high-ranked refereed journals such as *Abacus*, *Journal of Business Ethics*, *Sport Management Review*, *Australian Journal of Management*, *Accounting and Finance*. Jacqueline is also the main author on the leading Wiley Australian accounting textbook - "Accounting: Business Reporting for Decision Making" 6th edition.

¹ Authors need to be aware that invitations to submit are subject to the review and editorial process of the journal.

Workshops

Meet the Editor

This session is an opportunity for researchers to meet our keynote speaker [Professor Tim Bentley](#), Editor-in-Chief of the Cambridge University Press publication, *Journal of Management & Organization* (JMO), Professor Piyush Sharma, Regional Editor (Asia) for *Journal of Knowledge Management* and Associate Editor for *Journal of Business Research* and *Journal of Services Marketing* and Dr Edmund Goh, Associate Editor of *Asia Pacific Journal of Marketing and Logistics*.



Professor Piyush Sharma

Piyush Sharma is Professor in the School of Marketing at Curtin University. He has more than thirty years' professional experience, divided almost equally between industry and academics. Before joining Curtin University in Jan 2014, he served as Associate Professor (Marketing), Director (Asian Centre for Branding and Marketing), Deputy Program Director (MBA) and Associate Dean (Internationalization) for the Faculty of Business at the Hong Kong Polytechnic University (PolyU). He is currently serving as Regional Editor (Asia) for *Journal of Knowledge Management* and Associate Editor for *Journal of Business Research* and *Journal of Services Marketing*. He is also a member of the Editorial Review Boards for *Journal of International Business Studies*, *Journal of the Academy of Marketing Science*, *Journal of Service Research*, *European Journal of Marketing*, *Journal of Service Theory and Practice*, and *International Journal of Emerging Markets*.

Piyush's research has been published in high-ranked refereed journals such as *Journal of International Business Studies*, *Journal of the Academy of Marketing Science*, *Journal of Service Research*, *Journal of Service Management*, *Journal of Service Theory and Practice*, *Journal of Services Marketing*, *Journal of Business Research*, *International Business Review*, *Industrial Marketing Management*, *Asia Pacific Journal of Management*, *Psychology and Marketing*, *European Journal of Marketing*, *Journal of Advertising*, *Journal of Marketing Management*, *Marketing Intelligence and Planning*, *Journal of Hospitality and Tourism Research*, and *Journal of Retailing and Consumer Services*.

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Dr Edmund Goh

Dr Edmund Goh is Deputy Director of The Markets and Services Research Centre (MASRC) at Edith Cowan University. He has held several senior management positions in higher education including, Acting Dean, Associate Dean, Head of Academic Studies, and Deputy Head of School. He is also the elected Secretary and Director of The Council of Australian Universities in Tourism and Hospitality Education. Dr Goh has published more than 50 research articles in hospitality management and received more than \$400,000 research grants and scholarships.



Associate Professor Ferry Jie, PhD Chair

Associate Professor Ferry Jie has maintained a high quality of research throughout his academic career including international scholarly leadership in the areas of supply chain management and logistics, including being invited to be keynote speaker and to give public lectures at symposiums and international conferences in Indonesia, Malaysia, Vietnam, China, UK and Australia. From 2013 to 2018, Dr Jie has published 33 refereed journal articles (including 8 (eight) articles in A Ranked Journal - ABDC Journal Lists) and 20 refereed conference papers. Furthermore, Dr Jie has received research grants/awards to the amount of \$1,3M between 2010 and 2018.

WarpPLS Workshop



Dr Saiyidi Mat Roni

This hands-on workshop will walk through the audience on why, when and how to use PLS. The participants will be introduced to WarpPLS application, which allows users to have a greater control over inner- and outer-model algorithms as well as auto-detection of non-linear relationships. The workshop begins with a quick revision on with factor analysis and regression, which are fundamental to understanding PLS. This is followed by PLS analyses using sample data. At an advanced stage, the participants will be working on algorithm settings for inner- and outer PLS model.

Academic Panel Discussion

A panel of successful academics with strong background in research and scholarships to discuss examples regarding how they got started, what worked well, what aspects could have been improved and their achievements.



Professor Robert Powell Panelist

Robert Powell (Rob) is a Professor of Finance at Edith Cowan University's School of Business and Law and the Director of the Markets and Services Research Centre (MASRC). Prior to commencing with ECU in 2006, Robert worked at Senior Management levels for over 20 years in Financial Institutions. Rob has received several of awards for his research and teaching activities. He has published extensively in the areas of credit risk, market risk, value at risk and banking.



Dr Cheryl Leo Panelist

Dr Cheryl Leo is Senior Lecturer in Marketing at the School of Business and Governance, Murdoch University. She received her PhD from Queensland University of Technology in 2011. Prior to joining Murdoch University, Cheryl was a Postdoctoral Research Fellow with Griffith Business School (Brisbane). Her scholarly research interests are in services marketing and social marketing, specifically focusing on employee and deviant behaviours. Cheryl's thought leadership has been recognised through several research awards that include the 2010 QUT Executive Dean's outstanding doctoral award and the Emerald highly commended outstanding doctoral award. Her paper was the top 5 best papers of International Nonprofit and Social Marketing (INSM) 2010 conference. Currently, she is also involved in a large-scale industry research collaboration with Queensland Catholic Education Commission (QCEC) evaluating an alcohol curriculum with a team of researchers.



Dr Deepa Bannigidadmth Panelist

Dr Deepa Bannigidadmth is a Lecturer in Finance at the School of Business and Law, Edith Cowan University. She received her PhD from Deakin University, Australia. Prior to joining ECU, she has worked in Deakin University for over six years. She is an active researcher with publications in A* and A-ranked journals, such as the *Journal of Banking and Finance*, *Pacific-Basin Finance Journal*, and *Economic Modelling* among others. Her research focuses on asset pricing, forecasting and applied financial econometrics. Deepa has also been undertaking the role of reviewer for *Energy Economics*, *Economic Modelling*, *Emerging Markets Finance and Trade*, and *Studies in Economics and Finance* journals.

Chair: Associate Professor Ferry Jie

Submissions

The conference uses EasyChair, an open source conference system, to process submissions. The system is not an integral part of ECU's system. You will be directed to an external site to initiate your submission.

The conference invites a short paper (maximum of 6 single spaced pages with 12-point font including references and appendices). Full details of the corresponding author, including, full name, email address, affiliation should also be included in the submission. Download the template for manuscript: [Template for paper submission](#).

All manuscripts must be original and have not been submitted for a consideration for a publication with other journal or conference. Accepted manuscripts are subject to a peer review process.

Students and ECR's wishing to present their research at the conference are asked to submit your manuscript [here](#) by **5 October 2018**. Participants who need additional time to complete their paper beyond the submission due date could contact sblresearch@ecu.edu.au.

Important Dates

Due date for submission of paper: **5 October 2018**
Authors notified of results by: **31 October 2018**
Registration for presenters by: **8 November 2018**
Registration for attendees: **15 November 2018**

Best Paper Awards

The Best Paper Award is presented to the author(s) of a paper presented at the conference that is judged by an awards committee as having the highest overall quality in advancing the fundamental understanding of the field of knowledge. The winner of the Best Paper Award will receive \$1,000 and "Best Paper Award Certificate".

The awards committee will also select a runner up and will award \$500 and "Runner-Up Paper Award Certificate".

Peer Reviewed Process and Proceedings

All submissions will be peer-reviewed and selected based on quality, relevance, and research phase. The selection process will focus on quality and relevance of the research problem, rather than just the finished research. All accepted papers are required to be presented and will be included in the conference proceedings.

Selected papers will be invited to submit to [Asia-Pacific Journal of Marketing and Logistics](#)²

Registration and Fees

Participation to the conference is open to both presenters and non-presenters. Doctoral students and ECRs who wish to attend without submitting any paper are welcomed to register and attend the conference. Registration available at:

[Online payments webpage](#)

Fees (including GST):

- Conference and Workshops on 29 and 30 November 2018: \$250
- Workshops only on 29 November 2018: \$100 (WarpPLS limited to 40 people)
- Conference only on 30 November 2018: \$200

Visit the 3rd Business Doctoral and Emerging Scholars Conference [website](#) for more information and registration.

Contact

For further information please contact:

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² Authors need to be aware that invitations to submit are subject to the review and editorial process of the journal.