



THE UNIVERSITY  
OF QUEENSLAND  
AUSTRALIA

CREATE CHANGE

# Business School Impact Report 2021





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Written and edited by Angela Galantai and Rebekah Woodward, Strategic Projects Team — UQ Business School.



# Message from the Dean

## 2021 - What another year!

I'd like to thank you all for your support and I appreciate all the efforts and achievements that the great Business School community has been able to achieve. We wouldn't have been able to have such a successful year without the tremendous contribution from all our stakeholders, ranging from our staff, students, alumni and industry community.

The following report highlights the School's achievements across all areas of operation through another challenging year. As a School, we have continued to excel in strengthening our programs and student experiential learning, our research expertise, collaborations and industry partnerships.

As we move to 2022, the School has clear priorities and focus. We will be aligning to the UQ Strategic Plan 2022-2025 with the School Priority Plan. This allows us the opportunity to build on the fantastic work achieved in the Learning and Student Experience; Research with Impact; Enriching our Community; and Our People teams.

Thank you again, I wish you all a very successful and healthy 2022.

Kind regards



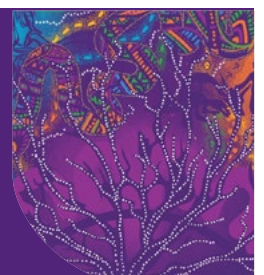
**Professor Brent Ritchie**

Dean and Head of School



The Business School acknowledges the Traditional Owners and their custodianship of the lands on which the School operates.

We pay our respects to their Ancestors and their descendants, who continue cultural and spiritual connections to Country. We recognise their valuable contributions to Australian and global society.



# 2021 Year in review

## January

UQ number 1 in Event Management research. For the decade 2009-2019, UQ is the number 1 institution in the world in terms of quality publications in international peer reviewed event management journals.



## February

The School ranked in the top 50 overall MBA programs in the world, and number 1 in Queensland by the Economist.

## March

In the 2021 QS World University Rankings by Subject, Hospitality & Leisure Management ranked #31, and Accounting & Finance ranked #48 in the world.

## April

The School PRME Directorate was formed consisting of seven staff members to champion sustainability initiatives in collaboration with staff and other stakeholders to assist with the PRME action plan for 2021-2023.

## July

The School held its largest Research Colloquium to date with a total of 41 presentations (including one milestone presentation), 27 research talks, and 14 poster presentations.

MBA program review with internal and external stakeholder panel.

## June

The School launched its' first carbon literacy training program. Leading the way nationally to increase awareness around man-made impacts on climate and the solutions that we can implement to reduce emissions as an individual, a community or an organisation.

Finalisation of the Master of Business, Master of Commerce and Master of Tourism, Hospitality & Event Management program reviews for Faculty approvals.

## May

During the first half of 2021, four strategic planning teams were formed in the School. The teams represented three strategic pillars and one enabler and comprised of over 80 staff. The strategic initiatives developed by the teams were presented to the VC and the School's Industry Advisory Board.



## August

Three Early Career Researchers were each awarded ARC DECRA's making it 100% grant success for the School.

The School received re-accreditation with AMI (Australian Marketing Institute) for its marketing and advertising programs.

## September

The School became the first University in Australia to be accredited with a Bronze-Level Carbon Literate Organisation.

The National Taiwan University 2021 Rankings, ranked UQ as #38 globally, with 'Economics and Business' subjects ranked #35 globally.

## October

As part of Indigenous Business Month the School hosted a showcase of Indigenous entrepreneurs and the contribution they make to the Queensland and national economy.

## December

Eleven individual Business School staff received BEL awards and one team award.

In 2021, the School experienced a 25% increase in postgraduate graduations, and a 7% increase in undergraduate programs from 2020.

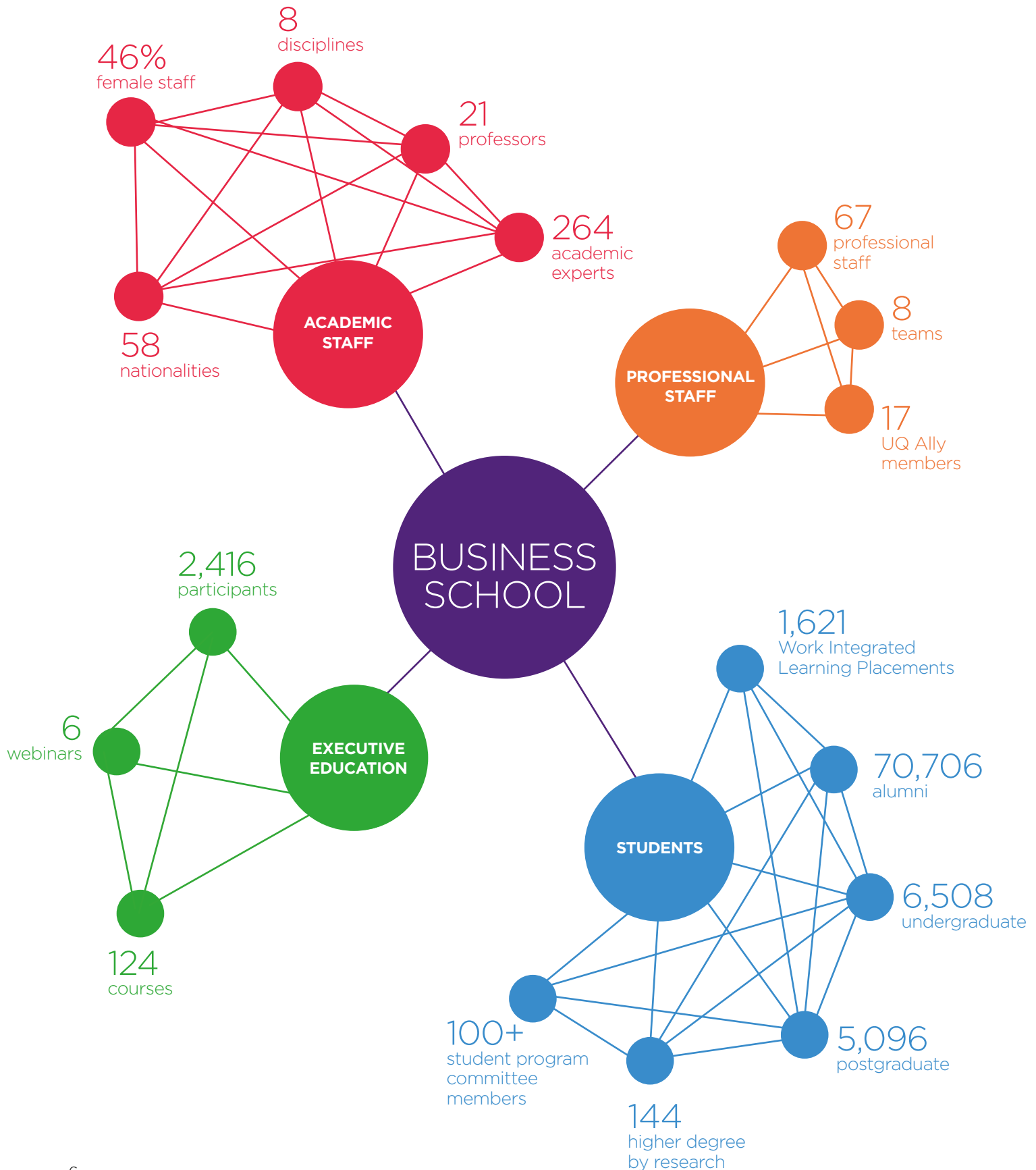


## November

The Australian's Research Magazine named The University of Queensland the top Business, Economics and Management Field of Research in 2021.



# Our people and stakeholders





## New Academic and Professional Faculty

**Pictured left to right, top to bottom below**

Anna Black (Learning Design); Jasmine Cook (Marketing & Communications); Bronwyn Diffey (Executive Team); Molly Finglas (Marketing & Communication); Christine Foulkes (Learning Design); Professor Paula Jarzabkowski (Strategy); Chris Kohn (ITS); Keisha Love (Marketing & Communication); Dr Sam MacAulay (Strategy); Professor Bob McKercher (Tourism); James Mather (Executive Team); Adele Rowlands-Dealey (Marketing & Communications); Kirsty Silk (Executive Education); Ryan Webb (MBA Careers).

### Academics still offshore

Dr Elizabeth Agyeiwaah (Tourism); Dr Tao Bai (International Business); Dr Lennart Jaeger (Business Information Systems); Dr Mireia Navarrete (Tourism); Dr Felix Septianto (Marketing); Dr Bikesh Upreti (Business Information Systems).

## Appointed Service Roles

**Program Leaders:** Associate Professor Sergeja Slapnicar - Bachelor of Commerce  
Dr Niki Macionis - Bachelor of Tourism, Hospitality and Event Management  
Dr Andy Lee - Master of Tourism, Hospitality and Event Management

**Discipline Leader:** Associate Professor Ravi Pappu - Marketing  
Associate Professor Paul Spee - Strategy & Entrepreneurship

**Other Leader Roles:** Dr Henri Burgers - Associate Director of Education (Executive Education)  
Professor Matthew Hornsey - Business Sustainability Initiative Research Hub Co-Lead  
Professor Stephen Gray - Malcolm Broomhead Chair in Finance  
Professor Tim Kastelle - Director of External Engagement  
Dr Stuart Middleton - Tutor Development Coordinator

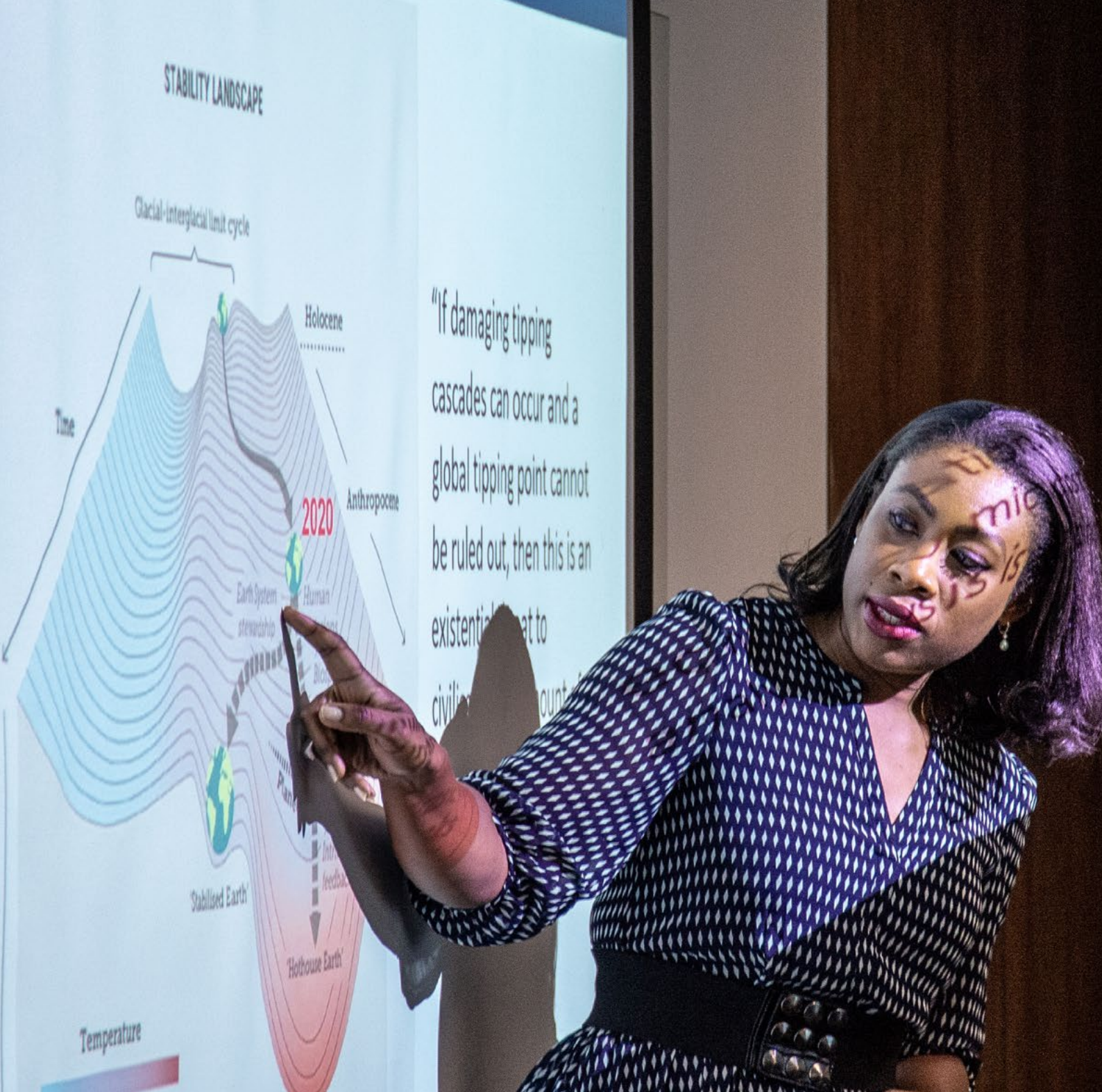


## Achievements and Awards

- **Dr Saeed Akhlaghpour:** John Campbell Research Impact Award administered jointly by the Australasian Association for Information Systems and the Council of Professor & Heads of Information Systems
- **Professor Peter Buckley:** British Academy of Management (BAM) Award for Research
- **Professor Andrew Burton-Jones:** Fellow of the Academy of the Social Sciences in Australia, and the John Campbell Research Impact Award administered jointly by the Australasian Association for Information Systems and the Council of Professor & Heads of Information Systems
- **Dr Monica Chien (pictured below):** Fellow of the Japan Society for the Promotion of Science (JSPS)
- **Professor Sara Dolnicar:** The Australian's top 40 lifetime achievers for research excellence in Tourism & Hospitality
- **Professor Nicole Gillespie:** Fellow of the Academy of the Social Sciences in Australia
- **Dr Alison Joubert:** 2021 ANZMAC Layton Dissertation Award for best marketing PhD thesis across Australia/New Zealand
- **Associate Professor Sarah Kelly OAM:** Medal of the Order of Australia for service in tertiary education
- **Professor Peter Liesch:** Fellow of the Academy of International Business
- **Dr Sabine Matook:** Appointed the Association for Information Systems Council Secretary
- **Professor Janet McColl-Kennedy:** Clarivate Highly Cited Researcher Award
- **Professor Brent Ritchie:** The Australian Top Researcher in the area of Tourism & Hospitality







### Thought Leadership Series with KPMG

The School continues to run its Thought Leadership Series by hosting three webinar events in 2021 with over 800+ attendees. With discussions on key topics such as:

- Navigating the trust challenges of artificial intelligence (AI)
- Extracting value from data - how to ensure ROI success and mitigate loss
- Innovating for sustainability - the evergreen growth trend future-proofing enterprise

The popularity of the series continues to grow with more to be scheduled in 2022.

Pictured: Dr Cle-Anne Gabriel



# Key figures 2021

## REPUTATION



**#39** Times Higher Education Rankings by Subject 2022 Business and Economics

**1st** Australian University Business School to receive Carbon Literate Organisation Bronze Medal by the *Carbon Literacy Trust*

**#47** Full-Time MBA world ranking by *The Economist* 2021

## RESEARCH



**5** Research Hubs

**230+** journal articles published

**\$3.7+ million** Australian Research Council (ARC) research grants

**13** Business School faculty involved in the BEL Early Career Academy Program (ECAP)

## PROGRAMS



### Bachelors

5 Programs  
6,508 students  
43% international

### Masters

7 Programs  
5,096 students  
87% international

### MBA

3 study modes  
356 students  
1.3% international

### PhD

144 doctoral students  
38% international

### Continuing education

7,685 students

## EQUAL OPPORTUNITIES



**49% - 50% - 1%**  
staff split female; male; other

**5** Indigenous PhD grants

**37** BlackCard trainees

## TOP MEDIA STORIES



**1,076** media stories

**19.5 million** people reached

**\$18.3+ million**  
Advertising Space Rate

**Momentum**

74,937 views  
40,000+ readers

## EVENTS



**55** industry speakers

**3** Thought Leadership events

**72** events hosted by the School

**5,400+** attendees

## EVENT PARTNERSHIPS



*Business  
Chicks*

AUSTRALIAN  
INSTITUTE  
of COMPANY  
DIRECTORS





# TEACH: Learning & student experience

The Business School fosters a lifelong approach to learning, connects students with business and community, and provides authentic learning experiences to empower graduates to be global and responsible leaders.



# Strengthening programs

## Master of Business Analytics

### The Business School launched a new online Masters program.

Continuing business disruption has created an unprecedented demand for data analysis capabilities. Designed for business professionals of the future, the innovative master's program encourages a new take on data. Students gain a unique ability to communicate data insights across organisational functions and transform direction.

## Bachelor of Advanced Business Honours


### Graduates set to make a major milestone

The University of Queensland's first cohort of students from the Bachelor of Advanced Business (Honours) program graduated in December 2021 after four years of study.

The program was introduced in 2018, with an intake of 40 students eager to gain the expertise required to succeed in the business world.


“This is the first program that brings together all of UQ Business School's undergraduate offerings.”

Associate Professor Len Coote

Program Leader Associate Professor Len Coote said that Bachelor of Advanced Business (Honours) produced high-quality graduates with both broad and specialised skills. With more than 84% of students from the graduating class will leave with first class honours. 

## Carbon Literacy Program

The Business School created the first Australian University Carbon Literacy Program for its students, staff, alumni and industry stakeholders in June 2021.

The program has been successful with other Australian counterparts asking for consultation from the School on implementing the program into their curriculum. 

## Student Program Committees

The Student Program Committee initiative aims to enhance transparency and collaboration between the School and the student body.

There is one student lead committee per Business School degree. Each committee is a collaboration between Student Program Committee representatives, the student cohorts, the academic program leader and the Business School.

The committees have worked hard to create a sense of belonging for all students within their cohorts on and off shore. The committees customise events for their cohorts during the year, along with conducting student feedback surveys and focus groups to enhance the student journey.

The committees were established in 2016 and continue to grow each year. With the 2020 world pandemic impacting the committees, students changed their focus to dealing with an online study format. In 2021 the committees rejuvenated and continue to develop their connections with the greater student, academic and industry community.

 **37** events held online and in person

 **100+** students involved in committees





# Empowerment through experiential learning

Test ideas and accelerate learning through prestigious student competitions

## World Tourism Forum Lucerne, Young Leaders Program Awards

Tourism student Hailey Brown (pictured right) won the Innovation category at the World Tourism Forum Lucerne - Young Leaders Program Awards.

Her new business innovation, Vacayit, has received much attention from tourism operators around Australia. This promising entrepreneurial venture aims to develop an entirely accessible, multi-sensory platform or app that can capture imaginations, while also encouraging visually impaired people to learn about and experience the destination.



## Financial Review Top 100 graduates finalist

Master of Business student Ellen Derbyshire was listed in the Financial Review Top 100 graduates finalist for 2021. These awards encourage students to hone their presentation skills by going through a simulated recruitment process, with finalists selected from thousands of applicants.

Students are able to show their talent in a number of diverse ways, from working in a volunteer capacity to running multiple part-time jobs, mentoring others or overcoming challenges.



## The University of Queensland Finalist 3MT

Li Xie-Carson a Doctor of Philosophy student became a finalist in the UQ Three Minute Thesis (3MT) competition. This competition celebrates the exciting research conducted by Doctor of Philosophy students. The competition supports their capacity to effectively explain their research in three minutes, in a language appropriate to a non-specialist audience.

Li Xie-Carson won the Business, Economics & Law Faculty round, allowing her entry 'Fake it to make it: Exploring virtual influencers in tourism' to the final UQ round.



## Newish Communications Inc.

Founded at the Business School by Dr Nicolas Pontes in 2019, Newish Communications Inc. has now expanded its team to deal with the growing projects attracted to the agency.

In November 2021 Newish turned two and added new additions to the team to deal with its growing client base.

Newish was created to be a place of work-integrated learning where students can apply skills learned in the classroom to real-life solutions.

One of the many projects undertaken in 2021 was for The Lab, a research and brand strategy agency who unlock opportunities for growth with inspiring strategies. The Lab requested a document to present their AI findings about Female Inequality and the discourse surrounding it in social media.

To find out about more of their projects click on the link.





## Enhance innovative thinking and entrepreneurial mindset

### 2021 Commerce and science graduate paints a picture of a better world

Alex Bradford wears many hats. They include artist, quantitative analyst and an advocate and role model for the LGBTIAQ+ community.

While at UQ, the Bachelor of Commerce/Bachelor of Science student maintained a perfect GPA while pursuing extracurriculars that bettered the University and the wider community.

In 2018, Mx Bradford founded the UQ Drawing Club, creating a safe, inclusive and accessible space for all students regardless of disability or financial status.

Mx Bradford is applying their UQ maths and finance expertise to their role as a quantitative investment analyst at a Brisbane fixed income firm. Recent projects include working in the sustainable finance realm and helping to develop the organisation's environmental, social and governance framework.



### Managing a real investment portfolio

The Student Managed Investment Fund (SMIF) developed in 2018 aims at giving our students the opportunity of managing a real investment portfolio. Managing the fund includes continuous research by students into stocks, markets, sustainability trends, meetings with industry partners and staff, and monthly fund updates. With an initial allocation of \$200,000 in funding the current value of the portfolio has grown

significantly to approximately \$310,000 being roughly a 15% annual return since the fund's inception.

In 2021 there were nine teams who competed in the 6-monthly challenge. Three of the finalists performed for four industry judges with the winning team, BC Capital providing a pitch including valuable stock tips. The plan for 2022 is to enhance the SMIF to be more accessible to students and expand their skills to consider global sustainability challenges such as climate change.

### Deep listening on Minjerribah (North Stradbroke Island)

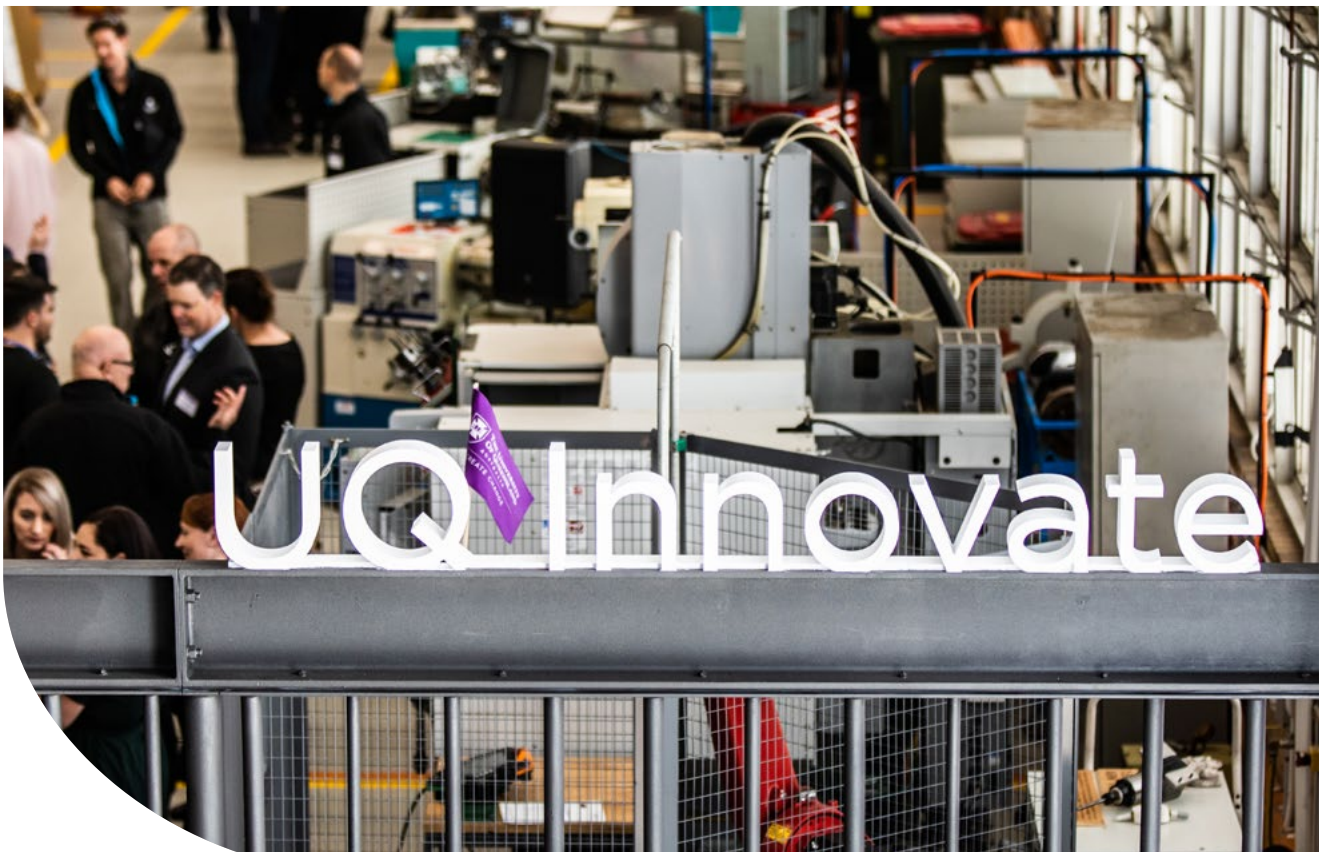
Students and staff (pictured below) participated in a three-day field trip on Minjerribah (North Stradbroke Island) in November, 2021. The School partnered with Quandamooka Yoolooburrabee Aboriginal Corporation (QYAC) to provide nine students the chance to engage in problem-based learning as QYAC continues to develop strategic opportunities on the island. Students engaged in 'Dadirri' (deep listening) as they learn about the current opportunities and challenges facing the island, including Native Title, sustainable tourism, and water ecology. Students participated in a 'yarn' of their impressions from a variety of cultural, economic and political lenses.

The field trip was a pilot for the School's Indigenising the curriculum project that aims to appraise the importance and effectiveness of experiential learning related to ethics, responsibility, and sustainability. The project also seeks to improve upon Indigenous engagement and understanding among students and staff.



# THINK: Research with impact

Focused on its core strengths, the Business School is committed to people, ideas, innovation and greater global understanding. We optimise its impact upon academia, business and the community in order to respond to grand challenges.





# Research Hubs



## Business Sustainability Initiative

**Mission:** Provide practical solutions for a climate changed and resource constrained future



**Outcomes:**

- 29 active researchers
- 62 journal articles
- 9 new projects worth over \$2 million
- 23 external engagement events
- 34 industry collaborative partners



## Future of Health

**Mission:** Enable transformative patient-centric healthcare delivery



**Outcomes:**

- 21 active researchers
- 47 journal articles
- 8 new projects worth over \$8.6 million
- 15 external engagement events
- 29 industry collaborative partners



## Practice and Process Studies

**Mission:** Help industry strategically plan and adapt via better practices and processes



**Outcomes:**

- 22 active researchers
- 26 journal articles
- 11 new projects worth over \$1.2 million
- 10 external engagement events
- 14 industry collaborative partners



## Service Innovation Alliance

**Mission:** Inform the future of service organisations



**Outcomes:**

- 31 active researchers
- 71 journal articles
- 2.13 citation impacts
- 4 external engagement events
- 22 industry collaborative partners
- 6 new projects worth over \$460,000



## Trust, Ethics & Governance Alliance

**Mission:** Advance an evidence-based understanding of trust, ethics and governance



**Outcomes:**

- 36 active researchers
- 85 journal articles
- 2.08 citation impacts
- 50 external engagement events
- 90 industry collaborative partners
- 15 new projects worth over \$25 million



# Advance research and innovation in business

The Australian Research Council (ARC) grants are the most prestigious in Australia. The process is rigorous and includes review and assessment by the leading researchers in each field, with an average national success rate of only 19 percent.

School faculty from the disciplines of strategy, business information systems, management, and tourism have been successful in securing nine valuable research projects in 2021:



**Professor Peter Popkowski-Leszczyc  
Dr Cassandra Chapman**

**\$161,000**

Optimal fundraising design in a competitive market: a unifying framework



**Professor  
Matthew Hornsey**

**\$282,000**

The Psychology of understanding and Reducing Conspiracy Beliefs



**Professor Sara Dolnicar, Dr Monica Chien,  
Dr Ya-Yen Sun, Dr Faith Ong**

**\$360,758**

Reducing plate waste in hotels - which interventions are most effective?



**Associate Professor  
Sabine Matook**

**\$376,000**

Discontinued use of social media: Dichotomy of rational & emotional choices



**Dr Marten Risius**

**\$383,515**

Empowering users to protect their personal privacy on social Media



**Dr Ya-Yen Sun**

**\$401,523**

Reducing global tourism carbon emissions

## Schools Academics included in World's top 100,000 most cited researchers

Several Business School researchers have been named in a new Stanford University database of the world's top 100,000 most cited researchers.



Professor Neal Ashkanasy OAM



The late Associate Professor  
Necmi K Avkiran



Professor Sara Dolnicar



Emeritus Professor Robert Faff



Professor Paula Jarzabkowski



Professor Bob McKercher



Professor Brent Ritchie

### Overall grant success

The school has had great success in other grant applications throughout 2021. On top of our ARC grants the school has secured 68 additional grants in excess of over \$6 million from a variety of sources. This allows the School to continue to focus it's core strength in optimising impact within academia, business and the community.

### The Australian 2021 special report on research

In a special report from *The Australian* UQ was named 'Top research institution in the field' for Business, Economics and Management, and Professor Brent Ritchie was named 'Top researcher in the field for Tourism and Hospitality.

The report also named Australia's Top 40 lifetime achievers in research including Professor Neal Ashkanasy OAM in the field of Human Resources & Organisations, and Professor Sara Dolnicar in the field of Tourism & Hospitality.



**Dr Felix Septianto**

**\$454,524**

The role of emotions in marketing cultured meat



**Dr Cassandra Chapman**

**\$466,885**

Charitable triad: How donors, Beneficiaries, & fundraisers influence giving



**Associate Professor Paul Spee**

**\$844,628**

Collective action and collaborative governance in crisis situations

# ACT: Enriching our community

The Business School is working to impact beyond our education, and research programs. We are committed to find solutions so that business and society can work together to create sustainable enterprises and communities.



Pictured: alumni from Carbon Literacy Program.



## Fully embrace responsible business education

**The Business School has been signatory of the United Nations-supported initiative since 2015. The School strives to make a difference by addressing some of the great challenges we face regionally and globally.**



Following on from the 2020 analysis of the embedding of Sustainable Development Goals (SDGs) into our curriculum, research, engagement and partnerships, during 2021 we have achieved a better integration of SDGs addressing Quality Education, Climate Action and Partnerships for the Goals through a number of activities.

In early 2021 we worked with a Student-Staff Partnership (SSP) to collaborate and co-design the School's first Carbon Literacy Program (CLP) learning module. We successfully launched the rollout of four streams of the CLP to our students, staff, alumni and corporate businesses. The University of Queensland is the first organisation in Australia to deliver this innovative and award-winning program.

### CLP Achievements

- 5 Carbon Literacy Programs delivered through 17 sessions
- 419 registrations & 222 certified learner
- 26 facilitators and helpers involved
- 1 train-the-trainer program rollout
- 546 impactful carbon reduction actions
- 2,000kg carbon reduction savings pledged
- 13 organisations from 10 different industries approached us to deliver the program to their employees
- Corporate pilot to PwC and Boeing executives

### Collaboration

Collaboration with the following Australian universities interested in implementing the CLP program utilising our advice, materials and branding within their institution:

- Deakin University
- Southern Cross University
- Swinburne University
- UNE University
- University of Sydney
- Wollongong University



### Standing with the community

**The School is committed to supporting the business community and as the impacts from COVID continue, it relaunched the fifth course of its Tourism and Travel Management MOOC (Massive Open Online Course).**

Learners can audit the course free of charge, and upgrade to a verified enrolment, which on successful completion earns an edX and institutional certificate.

The TOURISM MOOC community registered over 49,000 learners from over 200 countries.

The course was developed in partnership with Tourism Events Queensland and continues to develop with course content covering fundamental knowledge highly relevant to the current COVID crisis, recovery and resilience, including Risk & Crisis Management; and Technology & innovation.



### BEL Reconciliation Action Plan (RAP)

**The School values equity, diversity and inclusion across for all peoples. In particular, we acknowledge and respect Aboriginal and Torres Strait Island peoples as First Australians, and work with them to build a strong sense of belonging through teaching, learning, research and collaboration.**

The BEL Faculty have developed a RAP Implementation Plan which demonstrates how the BEL Faculty, including the Business School is supporting UQ's RAP. The Schools own Director of Teaching & Learning was a member of the Plan development working party.

RAP is a strategic document that provides framework to strengthen the relationships between Aboriginal and Torres Strait Islander peoples and non-indigenous peoples for the benefit of all Australians.



# Advisory boards

## Creating learning forums to take the Business School to the next level

In recent years, the Business School has strengthened its relationships with industry in the form of advisory boards, establishing:

- A School Advisory Board, to serve as a source of independent advice to the Dean and Senior Leadership Team with regard to strategy and external engagement;
- Discipline-specific Advisory Boards, to provide an environment where industry knowledge is valued and incorporated into its educational offerings, research collaborations, and strategic initiatives; and
- Research Hub-specific Advisory Boards, to nurture fruitful industry relationships and maximise Business School research impact.

### Business School Advisory Board



**Established 2018**

**External organisations represented**

- Challenger Limited
- GE Group Europe
- International Value Advisers (Securities Analyst)
- iPlan Consulting
- JP Morgan Asset Management
- PwC Australia
- Queensland Investment Corporation
- SIFMA
- Springfield Land Corporation



### Discipline Advisory Boards



**Established 2020**

**External organisations represented**

- BDO
- CAANZ
- CPA
- Energy Queensland
- Ernst & Young
- integr8
- Macro Group



**Established 2007**

**External organisations represented**

- Anchoram Consulting
- Flight Centre
- IAG, Core Platforms
- KPMG Forensic
- PlanetArkPower
- PwC
- Queensland Audit Office
- Queensland Government
- Queensland Health
- yourtown



**Established 2019**

**External organisations represented**

- Effectus Consulting
- Grant Thornton Australia
- KBR Inc.
- National Retail Association
- Recognition Group
- The Next Step Brisbane
- YES Psychology & Consulting



**Established 2014**

**External organisations represented**

- ASM Global Asia Pacific Council
- Deloitte Access Economics
- Lighting Council Australia
- MGM China Holdings
- Michael Brown & Associates
- People with Purpose
- Queensland Tourism Industry Council
- Regis
- thefoodmakers
- Tourism and Events Queensland
- Tourism Tropical North Queensland

**Research Hubs Advisory Boards**



**Established 2019**

**External organisations represented**

- Avanade Australia
- Blue Helix
- integr8
- Judo Bank
- KPMG
- Moreton Bay Region Industry and Tourism
- Pitcher Partners
- Practera
- PwC Consulting Australia
- RACQ
- Shift Happens Group
- Stirling Marketing
- Tourism Tropical North Queensland



**Established 2019**

**External organisations represented**

- Australia Pacific LNG
- Everledger
- KPMG
- Mater Foundation
- McGrathNicol
- Murdoch Lawyers
- Ord Minnett
- Queensland Racing Integrity Commission
- Queensland Treasury Corporation
- Suncorp
- Trade and Investment Queensland
- Transurban





# Industry partnerships with impact

## Australian Centre for International Agricultural Research

In partnership with Australia Centre for International Agricultural Research Mr Cameron Turner leads the project which aims to form a sophisticated understanding of the barriers to coconut replanting, and develop potential solutions that overcome these barriers to the satisfaction of smallholders.



**Australian Government**

Against the backdrop of increasing demand for coconut, it is estimated that well over 50% of the 1.3 million coconut trees in the Pacific are 'senile' or 'unproductive'. The future of coconut production and the livelihoods it supports critically depends on replanting, which provides an opportunity not only to sustain production, but to increase it from its baseline through the introduction of higher yielding hybrids.



## Reducing plate waste in hotels - which interventions are most effective?

This project partners with different Tourism and hotelier associations within Australia and Slovenia. With an aim to quantify the comparative effectiveness in reducing food waste generated by tourists at hotel buffets.

This should provide significant benefits by: lowering food cost for the struggling tourism industry, reducing carbon emissions, and contributing to Australia's aim of halving food waste by 2030.



## Planting the seed

In a world of finite natural resources, unchecked economic growth is simply unsustainable. Dr Cle-Anne Gabriel is working with KPMG to identify how organisations can thrive in a world with a fixed ecological budget.



As a society, we are dependent on natural resources and ecosystem services to live a thriving, healthy and successful existence. Yet, current consumption levels are causing businesses - from SMEs to large corporations across all sectors - to take more than they give back.



## Experts predict 4 ways AI will revolutionise the world

Top experts from our Research Hubs take a futuristic focus to identify how key AI trends and current research can help predict what the world might look like from 2030 to 2050.

One of four predictions is that AI will make it possible for nearly all businesses to run a carbon-neutral enterprise from 2030 to 2040. A Microsoft and PwC report highlights that AI used in sustainability-related contexts could add up to USD\$5.2 trillion to the global economy in 2030.

Based on the predictions AI has exponential possibility to improve so many parts of our lives for the better in 2030 and beyond. Yet, for organisations to shape AI into a positive force, they need to provide clear, transparent governance and a strong code of ethics before they allow AI to 'virtually bloom' to its full potential.



## Humanoid Social Robot

Pepper, a humanoid social robot, was generously donated to the Business School Behavioural Lab by Elite Medical.



Pepper (pictured below with Nelson May, Elite Medical on left) will be a great asset for the Future of Health (FoH) and the Service Innovation Alliance (SIA) Research Hubs, enabling them to conduct research on interactions between humanoid social robots and humans in many different contexts.





## Alumni creating positive change

### Awarded Queen's Birthday Honours

MBA '06 Alumnus Wendy Lewis OAM was awarded for her service to the not-for-profit sector and to education. Bachelor of Commerce '77 Alumnus John Martin was awarded for his service to education through administrative roles.

### Siobhan Coster (pictured above), MBA 21', Awarded MBA Australasia (MBAus) Innovation & Entrepreneurship Award

Master of Business Administration student Siobhan Coaster received the Innovation and Entrepreneurship Award at the 20201 MBAus Graduate Management Awards. The Innovation and Entrepreneurship award showcase innovative business concepts created or developed through work submitted as part of an assignment in an MBA program. During her MBA she was running an e-commerce business Cozio-Organic focusing on sustainable health and homewares, and through her personal interest and application it led to pursuing an innovation capstone leading a project for CSIRO in developing sustainable protein ingredients using novel precision fermentation technology. She continued this journey and has been engaged by CSIRO to lead the commercialisation roadmap for this NextGen protein company.



### 2021 BOSS Young Executive

Bachelor of Commerce and Economics '11 alumnus Tara Osborne was named a 2021 BOSS Young Executive. She has been making strides in her career as a general manager of strategy and investors relations at Bingo.

Also named, was Bachelor of Commerce & Economics '09 alumnus Fahim Khondaker. It was his involvement and critical thinking to help the plight of elderly citizens during the Royal Commission into Aged Care and Safety that made him stand out.



### Brad Clair, BBusMan '13, Startup PowerWells

Brad is charging up to combat the global energy crisis with his startup PowerWells, which uses old laptop batteries to create a solar-powered solution for poverty-stricken families across the world.



### Lachlan Hill, BCom '13, co-founder of Tirtyl

Lachlan Hill and fellow alumni May Bandi Bachelor of Engineering '12 launched their first Tirtyl product, a foaming hand soap tablet wrapped in 100% compostable packaging that dissolves in tap water to form 250ml of moisturising hand wash. Tirtyl are leading the transition to zero-waste personal care and household cleaning in the most consumer-friendly model possible within Australia.

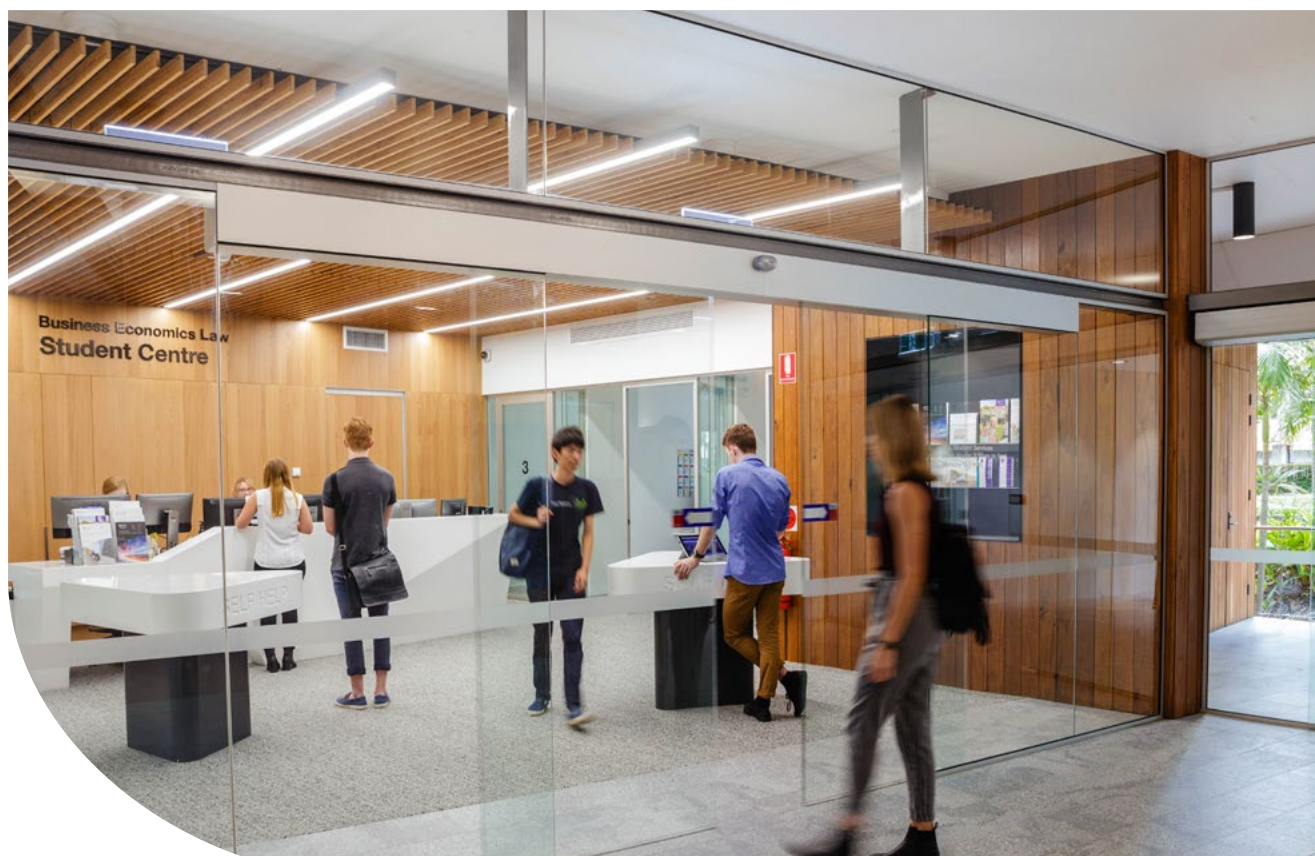




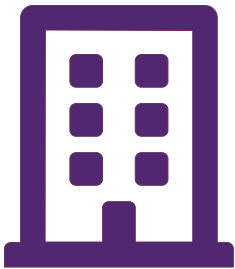
# FUTURE FOCUS

## What's coming in 2022

The Business School is continually refreshing and re-imagining its curriculum, research, partnerships and engagement strategies. Changes in the world around us - both geopolitical, economic and social - provide an impetus for us to adapt and stay innovative, and create the academic model that will meet the challenges of the 21st century society.







### Welcome Back Students

The School welcomes back our international students to campus for the first time in two years.



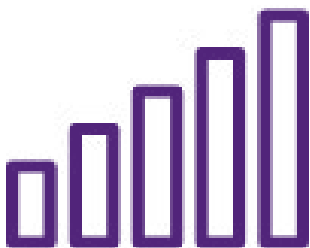
### Indigenising the curriculum

As part of UQ's Reconciliation Action Plan the School will continue to map curriculum to identify courses across all of its programs and priorities to Indigenise the curriculum. This will also assist in meeting our UN PRME target of 25% of the curriculum with Indigenous content by 2023.



### School priority planning

Develop clear priorities on the achievements made by the School teams for Learning and Student Experience, Research with Impact and Enriching our Community, and Our People to develop the School Priority Plan.



### New course

Launch of online Graduate Certificate in Clinical Informatics and Digital Health program.



### Academic pathway for Aboriginal and Torres Strait Islander peoples

The Business School has four new faculty members being recruited in 2022.



### Accreditation

The School will be undergoing the EQUIS mid-term review during 2022. This is an important milestone for the School to retain this prestigious accreditation.



CREATE CHANGE

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Connect with us

