



THE UNIVERSITY  
OF QUEENSLAND  
AUSTRALIA

CREATE CHANGE

# Business School Impact Report 2022







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

# Message from the Dean

What a great year for UQ Business School! Looking back, I am so proud of our staff and what the School achieved individually, collectively and in collaboration with our amazing stakeholders and industry partners.

We started the year finalising our new four-year [Strategic Priority Plan](#) with aspirational goals for the next ten years. With our mission in mind, we set out to educate, inspire, engage and enable, and I think we lived up to expectations.

In our teaching and learning portfolio the School continued to develop our new Master of Business Analytics. program and led the development of the Graduate Certificate in Clinical Information and Digital Health. Our academics implemented innovative improvements to their courses, and held a number of great initiatives to engage with students and enhance their learning experience. We also launched a new suite of Executive Education short courses and developed new partnerships to deliver custom programs.

Our research success was phenomenal as academics across the School achieved ARC linkage and discovery grant success along with several other significant grants. Our research impact stories and individual researcher awards demonstrate the value and impact of our research throughout the year.

We welcomed ten new full-time staff; endorsed a new Research Hub focussing on Social Impact in the Non-for-Profit and Social Enterprise sector; developed a comprehensive Indigenous Engagement Strategy with a focus on research, learning and student experience, including pathways for industry and community partnerships.

A big initiative for the School was our internal Governance Review where we are aiming to improve the governance arrangements to empower and enable the successful achievement of the School's objectives and deliverables. I would like to thank the Steering Committee, the School Executive Committee and our staff for all of their contributions to supporting this process.

The School hosted the Association of Asia-Pacific Business Schools annual conference which discussed disruptors in the sector and we thanked our many industry partners for their contributions and collaborations at our annual Industry lunch.

Thank you to the Business School academic, professional, casual, honorary, adjunct and emeritus staff, the BEL Faculty and all our stakeholders, alumni and industry partners for your contributions. Finally, thanks to our students for their enthusiasm, engagement and commitment to their studies and contributions to the School and the University.

Have a great 2023.

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.

# 2022 Year in review

## January

Executive Education portfolio reviewed to align with UQ Strategic Plan. The review proposed a redesign of current offerings to meet the contemporary needs of industry and government partners.

## February

Australia's international borders opened for the first time in two years. We welcomed back international travellers and students.

South East Queensland experienced its largest rainfall since 1974. It was confirmed the rainfall was the largest downpour in Brisbane's history, with 792.8mm. This broke the previous record of 655.8mm in 1974. UQ campuses closed for a week to allow for floodwater to subside and clean up.

## March

The first week in March saw teaching paused due to the clean-up from the floods in February. 370 students were rehomed by UQ during this period.

The BEL Welcome officially provided new students and recently arrived international students an opportunity to network on campus. There were over 1200 attendees who participated in games and workshops.

The School launched its new Priority Plan for 2022-2026.

## April

QS World University Ranking by Subject released. The School was ranked 27th in the world for 'Hospitality and Leisure Management', gaining 4 places from 2021. This makes us the 5th equal highest ranked subject across UQ.

UQ was ranked 5th in the world for publications in the Journal of International Business Studies (JIBS) based on Research Contribution 2010-2022. JIBS is the journal of the Academy of International Business. Publications in this journal mostly come from our International Business Discipline, alongside other disciplines such as Marketing and Strategy & Entrepreneurship.

## May

The School received re-accreditation with the World Tourism Organization for its Tourism programs. This accreditation is valid until 2026, and the Business School is the only Australian Business School to hold this status.

## June

The School established its first community garden. This initiative arose from a staff pledge after completing the UQ Carbon Literacy Program to assist staff in reducing their emissions, and connecting the Schools community.

The Economist Full-Time MBA ranking was released. The School was ranked #1 in Australia for overall program, and the sixth year holding #1 for Student Quality.



## July

Shanghai Ranking's global Ranking of Academic Subjects for 2022 were released. Hospitality & Tourism Management were UQ's highest ranked subject at #8 in the world and has moved up one place from 2021. The Management subject has also moved up to 51-75 in the world from 76-100 last year. +

## August

The School celebrated its 20-year anniversary spanning 2002-2022.

UQ Commerce Alumni celebration was held joining fellow Bachelor of Commerce graduates to reconnect and celebrate with their cohort. +

## September

QS Global MBA Ranking was released with UQ being ranked in the top 100 programs in the world, sitting at 85.

Executive Education signed a corporate partnership with the Queensland Tourism Industry Council (QTIC). As part of the new agreement, we will support the Young Professionals Mentoring Program and work with QTIC to develop and deliver an Executive Education program for leaders in the tourism and hospitality industries. +

## December

12 Business School Staff were recognised for their excellence in service at the BEL Faculty Awards. +

## November

UQ named the best Tourism & Hospitality research unit in Australia by The Australian's 2023 Research Magazine.

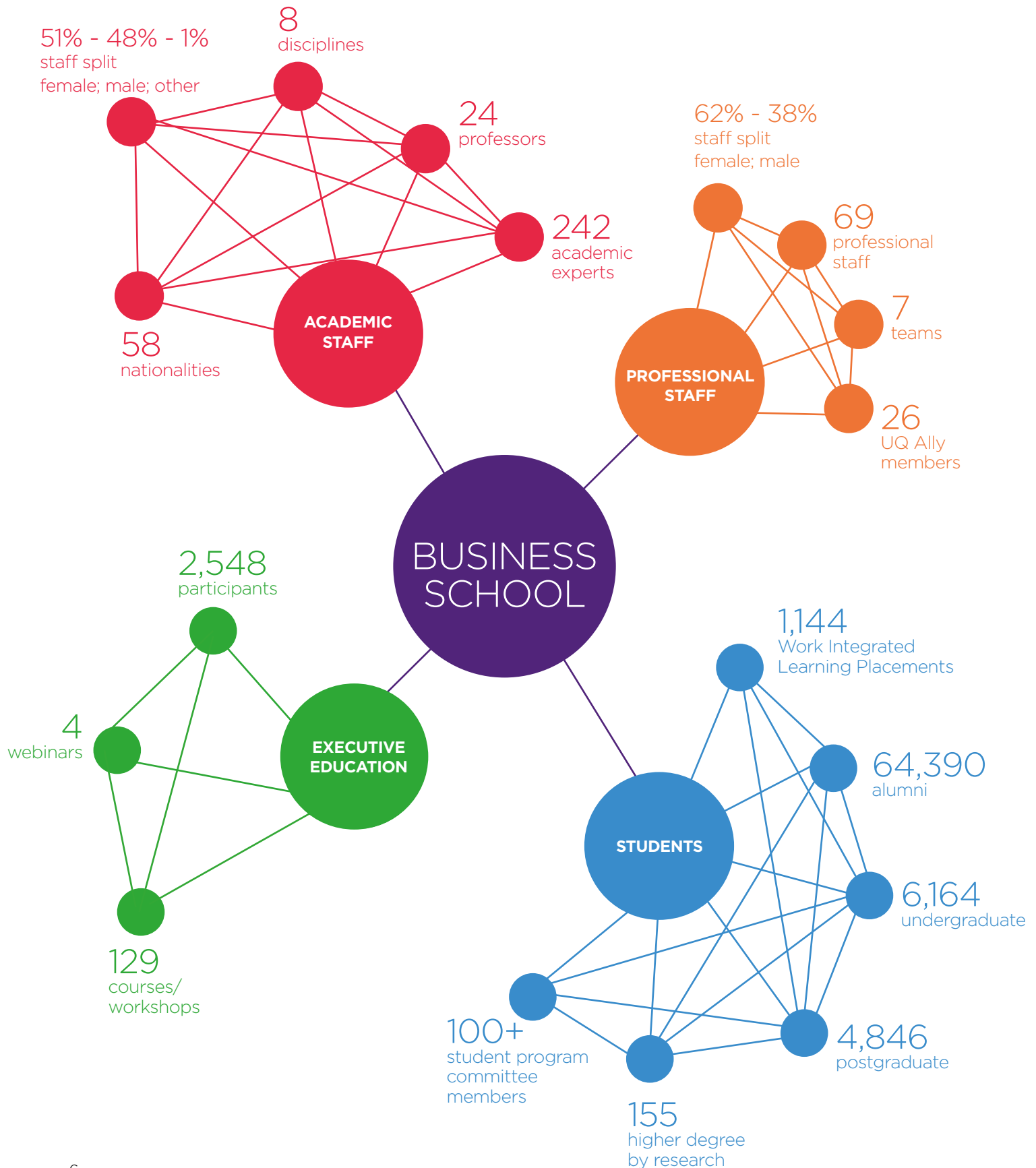
Launch of the new Research Hub, Social Impact: Non-Profit and Social Enterprise with 20 core members from across the School.

The School hosted the Association of Asia Pacific Business Schools (AAPBS) Conference.

## October

UQ Giving day saw the Business School get behind the Don and Tina Hamson fund to support Indigenous Scholarships in Business and Economics. The school raised \$58,690. The first recipient of the Don and Tina Hamson Indigenous Scholarship was awarded in 2022. +

# Our people







## New Academic and Professional Staff

**Pictured above right to left top to bottom:**

Paige Campbell (Executive Education); Dr Srinwanti Chaudhury (Marketing); Dr Samantha Cooms (Management); Professor Joseph Fan (Finance); Jane Graham (Executive Team); Greg Long - not pictured (ITS); Professor Rumi Masih (Finance); Professor Muhammad Nadeem (Accounting); Dr Avijit Sengupta (Business Information Systems); Professor Michael Zyphur (Management).

## Appointed Service Roles

**Discipline Leader:** Professor Matthew Hornsey - Management  
Associate Professor Karen Hughes - Tourism

**Other Lead Roles:** Mr Cameron Costello - Senior Manager Indigenous Engagement  
Dr Cassandra Chapman - Social Impact Research Hub Co-Lead  
Professor Thomas Maak - Chair in Business Ethics  
Mr Cameron Turner - Industry Professor  
Associate Professor Gabby Walters - BEL Deputy Associate Dean (Research)  
Associate Professor Jay Weerawardena - Social Impact Research Hub Co-Lead

**Major Convenors:** Accounting - Dr Jamie Tong  
Business Analytics - Associate Professor Len Coote  
Business Information Systems - Dr Lennart Jaeger  
Finance - Dr Lily Nguyen  
Human Resources - Dr Yiqiong Li  
Innovation & Entrepreneurship - Dr Sam MacAulay  
International Business - Dr Miriam Moller  
Leadership & Management Science - Dr Daisung Jang  
Marketing/Advertising - Dr Vivian Pontes  
Tourism, Hospitality & Events - Dr Lee Slaughter

## Achievements and Awards


- **Professor Neal Ashkanasy OAM:** International Association of Applied Psychology (IAAP) Fellow
- **Professor Sara Dolnicar:** Award in the category of 'Sustainability' for the development of the Global Sustainability Lab (pictured)
- **Associate Professor Sarah Kelly OAM:** Board member of the Brisbane Organising Committee for the 2032 Olympic and Paralympic Games
- **Dr Sharlene Leroy-Dyer:** Fellowship Promoting Young Women
- **Professor Peter Liesch:** Elected President-elect for the Academy of International Business (AIB), and The Gerald E. Hills Best Paper on Entrepreneurial Marketing award
- **Associate Professor Sabine Matook:** Won 2022 Technology Vision Award of the Association of Information Systems (AIS)
- **Professor Janet McColl-Kennedy:** Fellow of the Academy of Social Sciences in Australia
- **Professor Bob McKercher:** Joined the independent International organisation, Tourism Panel on Climate Change
- **Professor Brent Ritchie:** Named top researcher in the field of Tourism & Hospitality by *The Australian*
- **Dr Felix Septianto:** Awarded Paul Bourke Early Career Research Award from the Academy of the Social Sciences in Australia
- **Dr Ya-Yen Sun:** CAUTHE Fellow - Hospitality, Tourism and Events Research; Award in the category of 'Sustainability' for the development of the Global Sustainability Lab; and asked to join the independent International organisation, Tourism Panel on Climate Change (pictured)
- **Dr Cameron Turner:** Awarded GOLD for Innovation in Business at the Wharton sponsored, QS Reimagine Education Awards
- **Associate Professor Jay Weerawardena:** The Gerald E. Hills Best Paper on Entrepreneurial Marketing award.







### Thought Leadership Series with KPMG

The School continues to run its Thought Leadership Series by hosting two events in 2022 with over 170+ attendees. In response to industry and education challenges, UQ Business School, KPMG and our respected industry partners have collaborated to develop a Thought Leadership paper. The report explores how to build business resilience through customer and community, cyber security, ESG, infrastructure and supply chains. This report has been downloaded more than 600 times. 

The popularity of the series continues to grow with more to be scheduled in 2023.

Pictured: Professor Tyler Okimoto, Associate Professor Nicole Hartley and Michael Hiller, Queensland Chairman, KPMG.

# Key figures 2022



## REPUTATION

**#27** QS World University Rankings by Subject 2022 Hospitality & Leisure Management

**#1** in Australia for Full-Time MBA ranking by *The Economist* 2022

**#8** Shanghai Global Rankings of Academic Subjects 2022 Hospitality & Tourism Management

**1st** Australian University Business School to receive accreditation for its Tourism programs with UNWTO - reaccredited 2022



## RESEARCH

**\$2.6+ million** Australian Research Council (ARC) research grants

**6** Research Hubs

**415+** journal articles published

**5** Indigenous PhD grants



## PROGRAMS

### Bachelors

5 Programs  
6,164 students  
43% international

### Masters

8 Programs  
4,846 students  
87% international

### MBA

3 study modes  
293 students  
1.4% international

### PhD

155 doctoral students  
38% international



## TOP MEDIA STORIES

**Associate Professor Kelvin Tan**

June

Female leadership attributed to fewer COVID-19 deaths



**Momentum**

59,000+ readers  
65,000+ views

**Associate Professor Terry Fitzsimmons & Professor Victor Callan**

August

COVID-19 pandemic fallout worse for women



**2,131**

media stories

**Associate Professor Richard Robinson & Tyler Riordan**

September

Culture of denial in the hospitality industry



**\$29.2+ million**

Advertising Space Rate





AAPBS 2022 conference delegates

## EVENT PARTNERSHIPS



The School continues to grow its industry engagement by strengthening partnerships through different event platforms including webinars, seminars, panel discussions, conferences and workshops. With over **5,000 people attending 61 industry events in 2022**, the School is actively working to develop its engagement impact within our community.

The School hosted the Association of Asia Pacific Business Schools (AAPBS) Conference in November. This was the first face-to-face conference since 2019 with over 90 delegates from across the Asia-Pacific region coming together to reimagine the future of business education. Discussion panels were held on topics such as transnational education, micro-credentials and responsible business education. The School showcased our research hubs, provided participants for panel discussions, and a keynote speaker on cyber security and the future of leadership.

# Learning & student experience



We offer rich and varied educational experiences that are designed to foster a sense of belonging, while equipping our students to be leaders within their field with the agility to thrive in a global environment.





# Strengthening programs

## Graduate Certificate in Clinical Informatics and Digital Health

**The Business School launched a new online Graduate Certificate in Clinical Informatics and Digital Health program.**

Developed in partnership with Queensland Health and the Digital Health CRC, this interdisciplinary program between Business, Economics, Maths & Physics, Medicine and HABS Faculties will support the future of digital health services across Australasia.

## Closing Australia's Digital Skills Gap

**A UQ program is educating 500 business students a year in low-code to equip the workforce of the future with the digital skills to succeed in their careers.**

In partnership with Mendix - a division of Siemens - the UQ Business School course gives postgraduate students with no coding experience an industry certification that showcases their ability to develop apps using Mendix's low-code development platform.

Associate Professor Sabine Matook said 'digital skills were no longer a 'nice to have', but a necessity in the business world'.

**'Digitalisation has forever changed how we work, and my students upon graduation, will enter these digital workplaces'**

Associate Professor Sabine Matook

Associate Professor Matook (pictured right with Tim Srock) has been partnering with Mendix to pioneer a new model of work-integrated learning, one that produces work-ready graduates while benefiting broader society.



## Innovation in Assessment Design

**Dr Ann Wallin has created a market research simulation module for the popular Marketing course Applied Market Research in the Bachelor of Business Management.**

This incorporates big data and single player simulations and teaches students the importance of analytics in decision making. Students act as Brand Managers for a company, and are tasked with turning around the brand's performance by using sophisticated analytic techniques to understand current issues and determine best strategy for improving performance. This inclusion of digital literacy and analytics within the course not only incorporates work integrated learning, but ensures the application of theoretical learning into real-world situations.

## Igniting digital innovation for a bright future

**A Business School course is preparing students for future technologies and jobs that haven't been invented yet by encouraging them to turn theory into innovative action.**

More than 1,600 students participated in a hackathon, where they used cloud or blockchain technologies to develop a digital tool to address one of the United Nations Sustainable Development Goals. In partnership with global technology company Oracle Cloud, the opportunity enabled students to learn entrepreneurial skills, while working with a high-profile industry partner on real world problems and to create meaningful solutions. The winning team created a token-based donation system and a solution that would track and log the social media activities of politicians. Other finalists aimed to use blockchain to address environmental issues at the Great Barrier Reef or tackle textile waste with NFTs.



## UQ Carbon Literacy Program Wins Australasian Sustainability Award

**The UQ Carbon Literacy Program has taken out a top prize in the Next Generation Learning and Skills category at the 2022 Australasian Green Gown Awards.**

The category recognises exceptional contributions to sustainability education, and UQ's unique focus on behavioural change made its program a stand-out among local climate learning solutions.



# Empowerment through experiential learning

## Test ideas and accelerate learning through prestigious student competitions

### MxHacks 2022

Master of Commerce students (pictured right) won 3rd place at mxHacks 2022, the global hackathon of the low-code platform at Mendix. Competing with 400 professional teams from around the globe, the UQ Business School team pUrpelQ built a solution in 36 hours for the Singaporean not-for-profit organisation New Hope Community Services. The app supports the homeless by offering programs for practical skills training to achieve sustainable life outcomes. This is part of a broader relationship the School has established with Mendix.



Students Julia Cowell (BLaw(Hons)/BArts), Finn Larson (BCom/BLaw (Hons)), Tom Bizzell (BCom/BLaw (Hons)) and Chantal Duffy (BAFE) produced a product that has the potential to change the social media landscape for companies wanting to mitigate defamation risk.



### Transform Law KWM Prize

A team of four cross-disciplinary students took out first place and \$10,000 at the Transform Law KWM Prize for their AI tool to help businesses monitor comments on social media.

The winning idea, CommentSense, was established in the wake of the Fairfax Media v. Voller decision in September 2021, when the high Court of Australia ruled that businesses on social media are liable for third-party comments on their posts.

### Thesis Publication Scheme

Honours students Dao Chuan Tang (BBusMan), Megan Gale (BBusMan) and Shanelle Yang (BCom) were successful recipients of the Honours Thesis Publication Scheme. They received \$1,500 towards converting their honours thesis into a publication within an A or A\* journal.



### Newish Communications Inc.

**Expert Social Media Manager Chelsea Kunset (BBusMan/BArts Student) was featured in *The Australian Business Journal* as one of 20 Australian Social Media Managers.**

This is Australia's first and only student-run communications agency. They employ an extremely talented team of students that helps clients create a stronger brand image, effective marketing plans, and implementation.

Newish Communications specialises in digital marketing, research-driven branding strategies, data-driven social media strategies, and more. Chelsea uses her years of experience and wealth of knowledge to guide this team of young talent and make sure clients always receive the best possible outcomes.

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







## Enhance innovative thinking and entrepreneurial mindset

### iLab Accelerator Founders

Second year Bachelor of Advanced Finance and Economics (BAFE) students work with UQ's iLab Accelerator founders and other local startups to develop their financial modelling, statements, and analysis as part of course assessment. UQ's startups give students an opportunity to work closely with industry as part of their assessment. Startups previously involved with the BAFE program reported it was a truly valuable experience to give back and help students to better understand their financial and operational assumptions, and how to implement change.

### Future business leaders forge valuable connections

A group of 35 Bachelor of Advanced Business (Honours) students attended an exclusive networking event at the KPMG offices in August.

The event was organised by the program's Student Program Committee, which aims to foster strong connections between current students, staff, alumni and industry.

At the event, students were welcomed by the Chairman of Partners at KPMG Queensland Mr Michael Hiller (pictured above). Mr Hiller gave students an overview of KPMG's structure, and his history with the company.

Events like this are valuable for students at all stages of their program to develop networks and gain an employability edge.

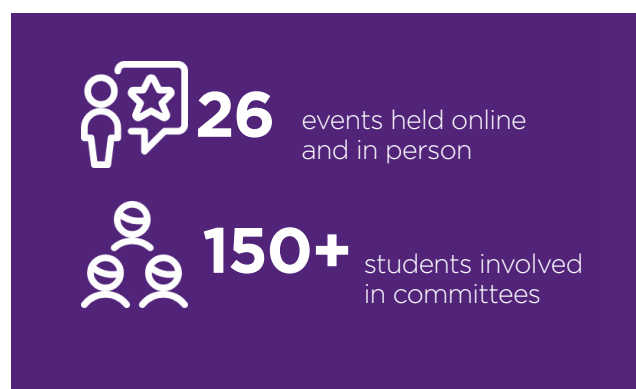


## Student Program Committees

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



# Research & innovation



Through our commitment to conducting brilliant discovery research and collaborating with our partners to translate our research discoveries, seek to not only create new knowledge but share it in ways that enrich our communities, our economy and the environment. Addressing business and societal problems at local, national and global levels through engaging in multi-disciplinary and industry research partnerships.





# Research Hubs



## Business Sustainability Initiative



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

**Outcomes:**

- 57 active researchers
- 7 prestigious Nature journal articles
- 5 new projects worth over \$3.5 million
- 9 external engagement events
- 33 industry collaborative partners



## Future of Health



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

**Outcomes:**

- 63 active researchers
- 2 external engagement events
- 2 new projects worth over \$7.5 million
- 24 industry collaborative partners
- 4 domestic & 7 international research institution partnerships



## Practice and Process Studies



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

**Outcomes:**

- 90 active researchers
- 6 prestigious FT50 journal articles
- 6 external engagement events
- 14 industry collaborative partners



## Service Innovation Alliance



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

**Outcomes:**

- 32 active researchers
- 110 journal articles
- 4 new projects worth over \$12.6 million
- 2 external engagement events
- 34 industry collaborative partners



## Trust, Ethics & Governance Alliance



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

**Outcomes:**

- 64 active researchers
- 95 journal articles
- 7 new projects worth over \$2.3 million
- 4 external engagement events
- 70+ industry collaborative partners

# 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 18 percent.

School faculty from the disciplines of business information systems, management, marketing, and strategy and entrepreneurship have been successful in securing funding for three research projects in 2022. Our faculty continue to strive for excellence through funding on their fundamental and applied research, linking the School with industry and other research institutes. 2023 will see further ARC grants secured to develop the Schools societal impact.



## ARC Linkage

**Professor Janet McColl-Kennedy and Associate Professor Christoph Breidbach**

**\$554,042**

Transforming Primary Healthcare Service Delivery:  
A Digital-Human Approach



## ARC Discovery

**Professor Matthew Hornsey**

**\$407,915**

The Psychology of gridlock:  
Compromise, coalitions, and radicalisation



## ARC Discovery

**Dr Frederik Von Briel**

**\$278,495**

Turning crises into opportunities:  
Learning from high growth businesses



## School Academics included in top 1000 Scientists rankings for 2022 Research.com's Rankings

Several Business School researchers have been listed in the 2022 edition of Research.com's Ranking of the top 1,000 scientists in the field of Business and Management within Australia. 



Professor Sara Dolnicar  
Ranked 6<sup>th</sup>



Professor Janet McColl-Kennedy  
Ranked 23<sup>rd</sup>



Professor Brent Ritchie  
Ranked 29<sup>th</sup>



Professor Peter Clarkson  
Ranked 48<sup>th</sup>



Emeritus Professor Mark Dodgson  
Ranked 65<sup>th</sup>



Professor Peter Liesch  
Ranked 76<sup>th</sup>

## Trailblazer success


The UQ led Food and Beverage Accelerator (FaBA) project was awarded \$50 million of funding under the Australian



**Australian Government**

Government's Trailblazer Universities Program. This represents the largest single funding allocation that UQ has ever received for its research. The project is worth \$178 million involving 19 partners including three research institutions (QUT, USQ and CSIRO) along with Queensland Department of Agriculture and Fisheries, and our industry partners. As Lead of the Innovation Pathways Program Professor Janet McColl-Kennedy will be working closely with Damian Hine (QAAFI/GCI) and Cara Wrigley (UQ). 

## Connellan Airways Trust Outback Major Grant Scheme

Dr Anya Phelan and Professor Hurriyet Babacan (AIBE) have been awarded \$50,000 in the Outback Major Grant Scheme from the Connellan Airways Trust. Their Cape York Recycling Project in partnership with the Weipa Town Authority, the Napranum Aboriginal Shire Council and Torres and Cape Indigenous Councils Alliance (TCICA) will support the advancement of people living in far north Queensland through innovative recycling solutions, and new employment opportunities. 



# Enriching our communities



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.





## Blood Donation Drive

**The School supports our student run initiatives through its Student Program Committees to enhance transparency and collaboration between the School and the student body.**

Each of the student lead committees work hard to create a sense of belonging for their student cohorts on and off shore. The committees customise events for their cohort, however in 2022 the Bachelor of Business Management went one step further to include the greater UQ community. The committee partnered with the Australian Red Cross to drive awareness of the importance to donate blood.

The number of donations had dropped dramatically over the last few years due to the pandemic and this was a way to spread the word on the importance of donating to help save someone's life. The School supported this venture not only through the Bachelor of Business Management Cohort, but the greater UQ community. The initiative saw 137 donations over the four day drive, which included 43 new donors. The Student Committee is looking to start this as an annual initiative with the Schools support.

## Finance Roundtable

**The School hosted a Finance Roundtable in October on the 'carbon transition - how financial institutions are leading the change'.**

Students, alumni, industry, and staff attended the fully booked out roundtable event. Professor Shaun Bond (pictured left) moderated on the challenges and opportunities offered by the clean energy transition. The panel included Ian Learnmought (CEO, Clean Energy Finance Corporation), Don Hamson (Director Plato Investment Management), Marayka Ward (Queensland Investment Corporation), and the Business Schools very own Associate Professor Jacquelyn Humphrey.



## Fair Conduct and Accountability Standards

**Business School researchers Tyler Riordan, Associate Professor Richard Robinson, and their colleague Associate Professor Gerhard Hoffstaedter made a submission to the Victorian Government's proposed Fair Conduct and Accountability Standards on-demand platforms.**

The proposed standards were part of the Government's 'Inquiry into the Victorian On-Demand Workforce', which considered whether gig workers, such as Uber Eats Drivers, are safe at work, being paid enough and receive adequate protections.

The Government has not officially released its Standards for on-demand platforms based on their research recommendations to provide fair and decent remuneration and conditions; transparency around earnings, associated costs, and algorithms; and establish an independent body to facilitate disputes, are a key part of the final Standards document.



## Peer-coaching support to revive the arts and culture sector

**After 18-months of close collaboration with national peak bodies, arts companies, and independent artists and arts workers around Australia, Dr Kate Power officially launched the Creating Out Loud peer coaching program for the arts and culture sector.**

This new program supports arts workers in sharing knowledge and building relationships of mutual support, meeting regularly in small groups for courageous conversations about their artistic and business practices.

Participants can choose to join either a topic-based program, addressing key issues facing the sector, or a goal-focused approach, where participants bring their own questions or challenges to each session and receive input from the group. All of the Creating Out Loud program materials are freely available online and can be downloaded from the project website, by independent artists or arts companies who are looking for new approaches to knowledge-sharing, collaboration, and mutual support.



# Advisory boards

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

The Business School continues to strengthen 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

- Fortescue Future Industries
- International Value Advisers LLC
- iPlan Consulting
- NSW Government
- PwC Australia
- Queensland Investment Corporation
- Springfield Land Corporation
- The Asset Management Exchange



### Discipline Advisory Boards

#### Accounting

Established 2020

#### External organisations represented

- BDO
- CAANZ
- CPA Australia
- Energy Queensland
- Ernst & Young
- Grow and Sell your Biz
- integr8
- Macro Group
- PwC Australia
- Seqwater

### Business Information Systems

Established 2007

#### External organisations represented

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

### Human Resources

Established 2019

#### External organisations represented

- Effectus Consulting
- Grant Thornton Australia
- KBR Inc.
- Queensland Government
- Recognition Group
- The Next Step Brisbane
- Woolworths
- YES Psychology & Consulting



Marketing		Established 2022
External organisations represented	• Anglicare	• VMLY&R Brisbane
	• Compare the Market	• Win Television
	• Ipsos Australia & New Zealand	• Youi Insurance
	• Publicis Worldwide	
Tourism		Established 2014
External organisations represented	• Amana Living	• People with Purpose
	• ASM Global Asia Pacific	• thefoodmakers
	• Deloitte Access Economics	• Tourism and Events Queensland
	• Lighting Council Australia	• Tourism Transport Forum
	• Michael Brown & Associates	• Tourism Tropical North Queensland
Research Hubs Advisory Boards		
Service Innovation Alliance		Established 2019
External organisations represented	• Avanade Australia	• PwC Australia
	• integr8	• RACQ
	• KPMG Australia	• Shift Happens Group
	• Moreton Bay Region Industry and Tourism	• Stirling Marketing
	• Pitcher Partners	• Tourism Tropical North Queensland
	• Practera	
Future of Health		Established 2022
External organisations represented	• Australian Digital Health Agency	• Max Kelson
	• eHealth Queensland	• Queensland Health
	• Epilepsy Queensland	• The Second Law Consulting
	• Health and Wellbeing Queensland	
	• Institute for Urban Indigenous Health	
Trust, Ethics and Governance Alliance		Established 2019
External organisations represented	• Australia Pacific LNG	• Ord Minnett
	• CCIQ	• Queensland Treasury Corporation
	• Everledger	• Queensland Racing Integrity Commission
	• KPMG	• Suncorp
	• Mater Foundation	• Trade and Investment Queensland
	• McGrathNicol	
	• Mullins Lawyers	



# Industry partnerships with impact

## **Solving wicked problems: The partnership helping governments harness the power of AI**

Members of the Business Information Systems Discipline have partnered with the SAP Institute for Digital Government (SIDG) to research how advanced technologies such as Artificial Intelligence (AI) can help governments solve wicked problems. The partnership's initial focus is to identify the challenges government organisations face in adopting AI and building trust and understanding among citizens. The partnership has already produced three co-authored thought-leadership reports and framework tools to help governments around the world address adoption, delivery and trust issues relating to public sector AI programs and capabilities.



## **Helping businesses and financial institutions on their pathway to a zero-carbon future**

Business School researchers are part of an initiative championed by Princeton University called the Rapid Switch Project.

The research assists in moving Australia from a fossil fuel-dependent economy to a strategic leader in rapid decarbonisation.

Researchers Dr Saphira Rekker, Dr Belinda Wade (pictured below), Professor Matthew Hornsey and Princeton researcher Dr Chris Grieg are pursuing three key topics for transitioning to a zero-carbon 2050



## **Public trust in AI**

This project examines public trust in AI in 17 countries, it builds on and extends the Trust, Ethics and Governance Alliance Research Hub's work on examining public perceptions of AI in five western countries. The research hub is working with KPMG Australia and will produce a Thought Leadership report in collaboration with them in 2023.



## **Unleashing the Future of Health for Queensland**

Leveraging on what we have learned and working towards unleashing and supporting sustainable and equitable healthcare in Queensland, the Future of Health Research Hub brought together a panel of healthcare leaders from Translation Queensland, Queensland Government Surgical, Treatment and Rehabilitation Service (STARS), and Oracle Cerner to discuss various pathways of accelerating this agenda and strengthening high quality healthcare in Queensland. The discussion concluded with how to embed innovation in the healthcare system, the need for innovation to be supported by business models, data, and the ability to translate evidence-based outcomes. Finally, collaboration remained a key takeaway, in that by working together with consumers, and pushing for systems level change, we can meet increased needs of our health care system in Queensland and nationwide.



## **Digital Service Transformation: Future Trends and Opportunities**

The Service Innovation Alliance Research Hub welcomed industry experts and academics to their summit to look at the role of service in addressing key issues currently facing society, and the future of the Australian economy. Seven teams of academics, industry experts and PhD candidates discussed and explored how service can be applied toward resolving key issues facing society. These areas included cybersecurity, critical skills shortages, sustainability, AI-focused value propositions, and maintaining humanness in the midst of growing digitisation, and value-creating applications of blockchain technologies. The working teams then collaborated and discussed how service solutions can be implemented to resolve these key issues. The service insights drawn from the summit will be produced in a white paper to be released in early 2023, containing recommendations for practice.



## Alumni creating positive change

### Awarded Australia Day Honours

- Dr Helen Nugent AC (Doctor of Business '09, Doctor of Philosophy '78, Bachelor of Arts '71) - Eminent service people with disability through leadership of social and economic policy reform and implementation.
- Mr John Wylie AC (Bachelor of Commerce Honours '83 - Eminent service to the community through leadership in the sporting, cultural, philanthropic and business sectors.
- Dr John Wilson AO (Doctor of Business '18, Bachelor of Medicine & Surgery '81) - Distinguished service to business, government, health and aged care, and education.
- Mr Mark Sheridan OAM (Bachelor of Commerce Honours '76) - for service to community health.

### Leeanne Bond, BEng '87 & MBA '08, Vice-Chancellors Alumni Excellence Award

Leeanne has been awarded the '22 Vice-Chancellors Alumni Excellence Award for excellence in business and engineering, and a deep commitment to innovation and sustainability. Ms Bond is an influential engineering industry leader, with more than 30 years of corporate experience. Throughout her career, she has led professional bodies and advised on government policy, advancing engineering and infrastructure outcomes both within Australia and internationally. +

### iLab Accelerator Pitch Night

MBA alumni '21 Siobhan Coster won the Judges Award at the annual iLab Accelerator Pitch Night. In partnership with CSIRO, the MBA alumnus aims to sustainably create vital nutrients from plants instead of animals using precision fermentation with her startup Eclipse. +

### Brett Clark, MBA '05, Board Member

Brett Clark has been named as a board member for the Brisbane Organising Committee for the 2032 Olympic and Paralympic Games.

He has also been awarded the Vice-Chancellors Alumni Excellence Award '22 for excellence in business and commitment to fostering positive outcomes for the community. Mr Clark is a well-respected figure across the Australian business management sector and is considered a leader in business innovation and not-for-profit boards. +

### Hailey Brown (BTHEM '21 - pictured above) Winner of 2021 Accelerator for Enterprising Women

Hailey pitched at the grand final in Canberra for the Enterprising Girls & Women competition. She won the Kickstarter grand final and secured \$30,000 in seed capital funding. Hailey will use the funding to expand her accessibility travel app, Vacayit, designed to give everyone, including those with a disability, the opportunity to have a holiday.



# Future focus

## What's coming in 2023

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.





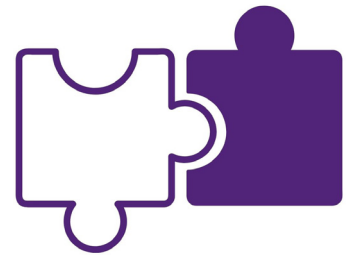
### New UQ City Campus

The Business School will deliver the MBA program and Executive Education offerings from the new conveniently located city campus at 308 Queen Street (pictured). The campus provides a great meeting place for collaborators.



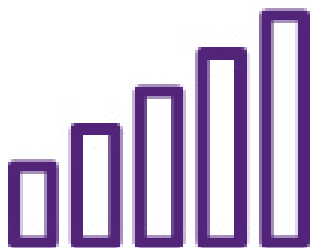
### Accreditation

The School will be undergoing the AACSB review during 2023. This is an important milestone for the School to retain this prestigious accreditation.



### New Research Hub

Adding to our cross-disciplinary Research Hubs is the new Social Impact Research hub focusing on enhancing the impact of non-profit organisations and social enterprises.



### Executive Education

Expanding our suite of short courses including targeted professional development opportunities for the tourism sector, and offering new partners custom programs that are tailored to their organisational needs.



### Indigenous Engagement Strategy 2023-2032

Our plans for research, learning and student experience and pathways and partnerships with Aboriginal and Torres Strait Islander students, peoples, communities and organisations. The School will launch an Indigenous Business Hub with members and contributors tasked with delivering on the strategy.



CREATE CHANGE

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Connect with us

