

Associate Professor Yvonne Brunetto
Southern Cross University - Coolangatta

I have put myself forward as a nominee to join the ANZAM Board because I think I have much to learn from my colleagues about how to manage better and perhaps I have something to contribute because of my experiences as well. I am presently the Head of Management, Marketing and HRM within the Southern Cross Business School (SCBS) at the Gold Coast campus of Southern Cross University. I have been at Coolangatta for three years. Before that I was part of the Griffith Business School and in 2000, I was part of the Business School at UQ. So I have experienced university life in three different types of universities.

In my present position in a regional university, I have the privilege of mentoring young and emerging academics as the culture in the SCBS changes from a previously teaching-only focus to a more balanced research-teaching nexus. SCBS is similar to other universities in having to implement significant workplace cultural changes within a financially challenged environment. We are having some success in increasing the quality and quantity of publications from business academics and some of the change may be attributable to my management style. My approach is to lead by example. I have published over forty journal articles since obtaining my PhD in 2000, approximately a quarter are ranked at A or A* (ABDC rankings). I lead a healthcare management research study across seven countries and so have the opportunity to perceive different ways of managing across numerous cultures. I am open to learning and sharing about strategies that academic managers have used successfully within their departments to improve both the performance and wellbeing of their academics, as well as addressing all of the proposed legal changes ahead in the next few years.