

# 34<sup>TH</sup> ANZAM DOCTORAL WORKSHOP

## GUEST SPEAKERS



Winthrop Professor

**Julie Lee**

(University of Western Australia)



Professor

**Peter A. Murray**

(University of Southern Queensland)



ARC Laureate Fellow Professor

**Sharon Parker**

(Curtin University)



Emeritus Professor

**Geoff Soutar**

(University of Western Australia)



Professor

**Roselyn Cameron**

(Torrens University, Australia)



Professor

**Yvonne Brunetto**

(Southern Cross University)



A/Professor

**Ann Dadich**

(Western Sydney University)



Doctor

**Hassan Hosseinzadeh**

(University of Wollongong)



Doctor

**Stephanie Best**

(Macquarie University)



Doctor

**Violetta Wilk**

(Edith Cowan University)

*Chair: Mohammed Khaiata, UWA*

*an online event – 30th Nov 2021*

## EXPERT REVIEWERS



Professor  
***Bevan Catley***  
(Massey University)



Doctor  
***Geoff Plimmer***  
(Victoria University of Wellington)



Doctor  
***Mehran Nejati***  
(Edith Cowan University)



Doctor  
***Stephanie Macht***  
(Central Queensland University)



Doctor  
***Violetta Wilk***  
(Edith Cowan University)

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## ANZAM 2021 Doctoral Workshop - Program Outline

Venue: virtual

Time AEDT (GMT+11)		Duration	Date: Tuesday - 30th Nov 2021	Speaker(s)
from	to			
12:00 PM	12:10 PM	10 mins	Welcome message	Mohammed Khaiata
12:10 PM	12:20 PM	10 mins	Opening message	Winthrop Professor Julie Lee
12:20 PM	1:20 PM	60 mins	<b>Keynote: Setting Yourself Up for Success In Academia</b>	ARC Laureate Fellow Professor Sharon Parker
1:20 PM	1:40 PM	20 mins	Break	
1:40 PM	2:40 PM	60 mins	Preparing a paper for publication	Professor: Peter A. Murray
			Developing an effective research design	Professor: Yvonne Brunetto
			How to Get the Most out of Your Conference Paper? From Presentation to Journal Publication	A/Prof: Ann Dadich, Dr Stephanie Best and Dr Hassan Hosseinzadeh
2:40 PM	3:00 PM	20 mins	Break	
3:00 PM	4:40 PM	100 mins	<b>Research Notes - Personalised advice and guidance</b>	Expert scholars
4:40 PM	5:00 PM	20 mins	Break	
5:00 PM	6:00 PM	60 mins	Best Worst Scaling: A New Way to Measure all Sorts of Things	Emeritus Professor: Geoff Soutar
			Mixed Methods Research Methodology: Get your basics right	Professor: Ros Cameron
			The use of Leximancer in academic research: Qualitative data analysis exemplars	Dr Violetta Wilk
6:00 PM	6:20 PM	20 mins	Closing activity: Know yourself better through MBTI Personality Test	Professor: Ros Cameron
6:20 PM	6:30 PM	10 mins	Closing notes	Mohammed Khaiata



# 34<sup>TH</sup> ANZAM DOCTORAL WORKSHOP



Professor

***Peter A. Murray***

(University of Southern Queensland)

Dr Murray's research interests focus on two main themes: 1) high performance work & leadership studies and 2) organisational transformation & diversity. Peter does applied research in employee engagement and team learning in local government settings which follows much of his earlier research in organisational learning in large public and private corporations. He is also a regular reviewer for many leading journals and his published work appears in high ranked journal outlets such as Supply Chain Management, Human Resource Management Journal and many others. His most recent co-authored books include 'Contemporary Strategic Management: An Australasian Perspective, 2nd Edition, John Wiley, and more recently, the Palgrave Handbook of Knowledge Management published in May, 2018. Peter has a strong history of organisational development consultancies and training to very large corporate organisations throughout Australia. In 2000, he became an adviser and member of the first industry round-table exploring construction industry practices in New South Wales following his research of the construction industry. His consultancy work provides impetus for advising organisations how to achieve organisational transformation (OT). His most recent work in the OT area includes Western Downs Regional Council and previously in Hawker de Havilland, Australian Nuclear Science Technology Organisation, Sunrice, and the Department of Public Works and Services, and many others. Professor Murray has been teaching leadership and strategy to MBA students for over 20 years and brings a depth of experience and high quality research to his work.

## Preparing a paper for publication

In this presentation, Professor Murray will guide us through the necessary steps to prepare a research paper for a publication with his own tips and advices.

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ARC Laureate Fellow Professor  
***Sharon Parker***  
(Curtin University)

Sharon K. Parker is an ARC Laureate Fellow, and John Curtin Distinguished Professor, and the Director of the Centre for Transformative Work Design within the Future of Work Institute at Curtin University.

Sharon's research focuses particularly on job and work design, and she is also interested in employee performance and development, mature workers, mental health and well-being, and related topics. She has attracted competitive research funding worth over \$40,000,000, has published over 150 academic articles, and is the author of a SAGE book on work design and a Routledge book on proactive behaviour. Sharon is a recipient of the ARC's Kathleen Fitzpatrick Award and the Academy of Management OB Division Mentoring Award and is a Fellow of the Society for Industrial and Organisational Psychology. In 2019, she was identified as a Clarivate Highly Cited Researcher in the field of Business and Economics. She helped to develop the Good Work Design principles being used by Safe Work Australia and Comcare to foster the improved quality of work within Australian organisations and, is a co-founder of the Thrive at Work Initiative. Sharon is a past Associate Editor for the Academy of Management Annals and the Journal of Applied Psychology and, has served on numerous editorial boards.

## Setting Yourself Up for Success In Academia

In this presentation, ARC Laureate Fellow Sharon Parker will provide some thoughts about how to succeed in academia. She will discuss what success means, some of the empirical evidence about drivers for career progression as an academic, as well as her own personal reflections. She will discuss possible career pitfalls, missed opportunities, and myths about life as an academic, as well as how to thrive.

# 34<sup>TH</sup> ANZAM DOCTORAL WORKSHOP



Emeritus Professor  
***Geoff Soutar***

(University of Western Australia)

Geoff Soutar, who is now an Emeritus Professor and Honorary Senior Research Fellow, is a former Winthrop Professor and the Nancy Keegan and Don Voelte Distinguished Scholar at the University of Western Australia Business School. He has undertaken a number of roles, including Head of the School of Management and Marketing at Curtin University, Executive Dean of the Faculty of Business at Edith Cowan University, Director of the Graduate School of Management and Head of the Marketing Discipline Group at UWA. He is a Fellow of the Academy of Social Sciences Australia, a Life Fellow and former President of the Australian and New Zealand Academy of Management, a Life Member of the Australian Market and Social Research Society and was one of three academics appointed as an Inaugural Fellow of the Australian and New Zealand Marketing Academy. He is a recipient of ANZMAC's Distinguished Researcher Award and a Learning Council Citation for his Outstanding Contribution to Student Learning. He was the first business academic appointed to an expert panel of the Australian Research Council, a position he held from 2001 until 2004 and was a member of the ERA panels in 2012 and 2015. Geoff has published more than 200 journal papers and published a number of research monographs across a range of marketing and management areas.

## **Best Worst Scaling: A New Way to Measure all Sorts of Things**

Most management research involves the collection of data from respondents, be they employees, managers, customers or whatever. Ratings scales are the most common way to collect such data, but they can have response bias problems that impact negatively on the results obtained and on our understanding of the phenomena being investigated. The session will discuss the Best Worst Scaling (BWS) approach, which is useful in many situations. BWS forces people to make “real” choices and overcomes many of the responses biases inherent in ratings scales. Research undertaken to examine strategic approaches and personal values will be used to demonstrate the BWS approach and to show its usefulness in a variety of management research contexts.

# 34<sup>TH</sup> ANZAM DOCTORAL WORKSHOP



Professor  
***Roselyn Cameron***  
(Torrens University, Australia)

Professor Roslyn Cameron is Director of the Centre for Organisational Change and Agility (COCA) at Torrens University, Australia. She is Co-Convenor of the Mixed Methods Research Special Interest Group of ANZAM, a Board Member of the Mixed Methods International Research Association (MMIRA) and a member of the AHRI Advisory Research Panel in Australia. Her research and teaching specialities are in the area of HRM, skilled migration, workforce development and Industry 4.0 and the future of work. She has been the recipient of several large-scale workforce development research grants and an array of smaller-scale research grants related to skilled migration, workforce readiness/employability, future skilling and the future of work totalling \$1.3m and has over 90 publications.

## Mixed Methods Research Methodology: Get your basics right

- ANZAM MMR SIG and other Associations.
- Definitions.
- Texts and Gurus.
- Basic MMR terminologies and Research designs.

# 34<sup>TH</sup> ANZAM DOCTORAL WORKSHOP



Professor  
***Yvonne Brunetto***  
(Southern Cross University)

Professor Yvonne Brunetto is employed within the School of Business and Tourism, Southern Cross University. Professor Brunetto has been recognised as a high impact researcher by the Australian Research Council, and has a strong record of research examining drivers of organisational performance, wellbeing and resilience, and other areas relevant to the research interests of the Centre for Work + Wellbeing. Much of Professor Brunetto's work has been undertaken with international collaborators. She has also worked extensively with senior Centre for Work + Wellbeing members across a range of projects, and is currently developing an ARC Linkage proposal in collaboration with our members. She has a strong record of external funding, has published extensively, and has been widely cited with a Google Scholar H-index of 37.

## Developing an effective research design

If you don't know where you are going, any path will do .... Developing a research design is similar. The first step is to identify the research problem. The next step is to identify whether your pathway is shaped by management or psychology or public administration. The answer will shape how you frame your theoretical framework, which will then inform the methodological framework. The workshop will examine how to answer these questions using standard research protocols.



# 34<sup>TH</sup> ANZAM DOCTORAL WORKSHOP



A/Professor  
***Ann Dadich***  
(Western Sydney University)

Associate Professor Ann Dadich is affiliated with the Western Sydney University School of Business. She is also a registered psychologist, a full member of the Australian Psychological Society, and a Justice of the Peace in New South Wales. A/Prof. Dadich has accumulated considerable expertise in health service management, notably knowledge translation. This encompasses scholarship on the processes through which different knowledges coalesce to promote quality care. This is demonstrated by her publishing record, which over 180 refereed publications; the research grants she has secured; and the awards she has received. A/Prof. Dadich holds editorial appointments with several academic journals, including the Australian Health Review. She also chairs the Australian and New Zealand Academy of Management (ANZAM) Health Management and Organisation (HMO) Conference Stream; she convenes the ANZAM HMO Special Interest Group; and she is the Deputy Director of the Sydney Partnership for Health, Education, Research and Enterprise (SPHERE) Consumer and Community Involvement and Knowledge Translation Strategic Platform. Additionally, A/Prof. Dadich supervises doctoral candidates and teaches undergraduate units on change management, innovation, creativity, and organisational behaviour.

## How to Get the Most out of Your Conference Paper? From Presentation to Journal Publication

Many emerging scholars can find it difficult to publish their research – this includes converting conference papers into journal articles. In this workshop, you will learn how to: prepare for a conference; get the most out of the conference; and convert your conference paper into a journal article.

# 34<sup>TH</sup> ANZAM DOCTORAL WORKSHOP



Doctor  
**Hassan Hosseinzadeh**  
(University of Wollongong)

Dr Hassan Hosseinzadeh (PhD, Usyd) is a senior lecturer in public health specialized in health promotion. He is the Academic Program Director (APD) for Master of Public Health and Discipline Lead for Health Promotion within the school of Health and Society at the University of Wollongong (UOW). His research interests are chronic disease management, primary care and digital health including telemedicine and medical imaging. Enhancing the quality of life is at the heart of his research. Equity and empowerment are his passions.

Over the course of his career, he has worked very hard to gain a lot of respect from students, colleagues, journals, research funding bodies and professional organizations at both national and international levels. He has designed, implemented and led many research projects including clinical randomized controlled trials. He has published over 70 peer reviewed journal papers, one book, 2 blogs, 2 scientific reports and 9 conference papers. He has secured over \$1.3 million fund from competitive grants including NHMRC-MRFF. He is currently collaborating with many research projects in different countries including Australia, India, Nepal, Saudi Arabia, Singapore, Pakistan, Jourdan, Ethiopia, Bangladesh and South Korea. He is a guest editor for two journals and a member of editorial board in 4 well-known and influential journals such as Respirology. He has supervised many PhD, medical and Master students to completion. High degree research (HDR) student supervision is his passion. Helping and leading students to achieve their full potentials is something he enjoy the most.

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Doctor  
**Stephanie Best**  
(Macquarie University)

Dr Stephanie Best is a Senior Research Fellow with the Australian Institute of Health Innovation, Macquarie University. In this role she is an embedded researcher with Australian Genomics where she leads the national implementation science research programme of work. She has an extensive international clinical and leadership background as a chartered physiotherapist and is a member of the Chartered Society of Physiotherapy in the UK. Before moving to Australia, Dr Best was the Programme Director for the Masters in Health Care Management and Leadership at Swansea University, UK and led modules on innovation and leadership including on the NHS Wales MBA programme. She is a senior fellow of the Higher Education Academy, UK. Dr Best has secured over AU\$50 million in research grant funding, has published 35 peer reviewed and supervises higher degree students. Additionally, she is an associate editor with BMC Health Services Research. Dr Best co-convenes the ANZAM HMO Special Interest Group with A/Prof Ann Dadich.

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## Developing an effective research design

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# 34<sup>TH</sup> ANZAM DOCTORAL WORKSHOP



Doctor  
**Violetta Wilk**  
(Edith Cowan University)

Dr Wilk is one of a handful of academics worldwide who has been given the title of an Accredited Leximancer Trainer. She specialises in data visualisation of large qualitative datasets using Leximancer. She has used Leximancer in over 20 research studies and has presented about the use of Leximancer to audiences in the US, Spain, Romania, Malaysia and Australia. Her areas of research expertise include big data analytics, data visualisation, user-generated content (UGC), interactive internet-based consumer behaviour, and the persuasive contextual attributes of online communication. She researches, teaches and consults on these topics. Dr Wilk is currently Chief Investigator on several studies involving big data analysis using data visualisation of social media UGC from platforms including Twitter, Facebook, Instagram, YouTube and other communities. Her research has recently been published in such journals as The International Entrepreneurship and Management Journal and Public Relations Review. Dr Wilk has over 15 years of corporate marketing experience and is a Fellow and Mentor with the Australian Marketing Institute and a Certified Practicing Marketer.

## The use of Leximancer in academic research: Qualitative data analysis exemplars

This workshop will introduce you to the qualitative data analysis program – Leximancer. Leximancer was created by the University of Queensland, Dr Andrew Smith and his team. The program offers automated, machine-learning driven qualitative data analysis. The session will commence with an overview of what Leximancer is and how it can be used in any research study which involves qualitative data such as social media content, interview transcripts, open-ended questions' responses, annual reports, news stories, media releases, and other similar data. The session will also demonstrate how the Leximancer interface looks like and what functionality is available. It then will showcase how Leximancer compares to a program like QSR NVivo. Examples are given of how Leximancer has been used in various research studies to analyse big unstructured data. Two key outputs are showcased: data visualisation in the form of a Concept Map and quantitative output in the form of Insight Dashboard Report, specifically, Prominence Scores for concepts and compound concepts. Participants will be shown how both sets of output should be interpreted. The workshop will wrap up with tips for using Leximancer in your own studies.