Research at JCU Singapore Business School
Our Message

Dr K Thirumaran
Academic Head
JCU Singapore Business School

Assoc. Prof. Jacob Wood
Associate Dean for Research
Director of Centre for International Trade and Business in Asia (CITBA)
JCU Singapore Business School

JCU Singapore Business School’s mission is to create a brighter future for lives in the tropics world-wide through graduates and research discoveries that make a difference. The changing global business environment demands continuous assessment and innovative thinking to ensure that industries and communities are empowered with the knowledge and skill sets to turn challenges to favorable advantages. With research outputs in key concepts, data sets and grounded theory, our contributions to the university’s leadership in intellectual contributions focuses on the tropics.

The JCU Singapore Business School has access to a reservoir of scholars and specialist for collaborative research, funding and consultancy projects. The faculty are also involved in many cross scholarly boundaries sharing discoveries through the undergraduate, graduate and industry workshop learning platforms. We have also risen to the challenge through translation works via mass media, magazines and various CITBA forums for businesses and communities to unpack academic research to practical realities.

As we scale new heights, research remains a key pillar of our intellectual curiosity. Faculty and students pursue research excellence in 4 domains: Management & Human Resources, Accounting & Finance, Tourism & Hospitality and Marketing & International Business. Through the Tropical Futures Institute, Centre for International Trade and Business in Asia and networks with a sleuth of institutes and professional bodies the world over, we are making a respectable research footprint in the global tropical intellectual map with a mission to make a difference.
In today’s increasingly integrated global economy, businesses have sought to develop and nurture new commercial opportunities. At the heart of this change has been Asia, a vibrant, face-paced region abundant in natural and human resources. With significant trade and investment opportunities, Asia has been a key driver within the wider global economy. Given such a premise, it is imperative that more is done to better understand the underlying mechanisms that drive trade and business in Asia.

In order to facilitate this knowledge accumulation process, the Centre for International Trade and Business in Asia (CITBA) brings together scholars and practitioners in the areas of international trade, economic policy and business in Asia. CITBA aims to develop high impact academic research that is internationally recognized, provides meaningful advancements of knowledge, and has strong practical and policy implications for James Cook University, the region, and beyond. Furthermore, CITBA also provides guidance for early career researchers and doctoral students.

CITBA Team

Led by Director Associate Professor Jacob Wood, CITBA has firmly established itself as a means of fostering international recognized research and industry and academic collaborations across Singapore, Australia, and the wider ASEAN region. With more than 40 researchers from across JCU, as well as fellows from other international institutions, CITBA has established an active research network that is built around four research flagships.

Research Flagships

Community empowerment, transformative cities, and building a climate-resilient economy

Orthodox methods of addressing climate change adaptation plans and sustainable economic growth in cities are no longer adequate. These methods, so far, have not only ignored the ongoing structural changes associated with economic development but also failed to account for evolving industries’ composition and the emergence of new comparative advantages and skills. In an attempt to address these issues, researchers at CITBA are looking to explore the hidden relationships that exist between socio-environmentally responsible communities and their ability to unlocking inclusive and sustainable growth capacities. Furthermore, the centre seeks to provide empowered solutions for capacity building within communities so as to facilitate climate-change actions, and achieve our vision for the development of transformative cities.

Circularity and sustainability towards zero waste

Leveraging on JCU Singapore campus’ strategic location within the ASEAN business hub, CITBA’s Circular Economy and Sustainability (CES) flagship brings multidisciplinary expertise from across the three JCU campuses to uniquely weave social and environmental sciences into evaluations of real business models in line with the framework of sustainable development. Our flagship collaborates with private and public sector partners to embed circularity into real-world business models and communicate its relevance on sustainable development in tropical Australia, Southeast Asia, the Pacific and China.

Asian trade in an era of neo-protectionism

This international trade focused flagship has a research focus in two key areas. The first of which, examines non-protectionist trade policy and the implementation of non-tariff measures, in particular, the use of technical barriers to trade (TBT) and sanitary and phytosanitary (SPS) measures. Our research team examines the impact they have had on trade flows, and more recently their impact on global value chains. The second, explores the WTO’s Dispute Settlement Mechanism (DSU). Introduced as a means of overcoming a major problem of its predecessor, the General Agreement on Tariffs and Trade (GATT), the DSU is a more rule-oriented system, applying public international law. Given the complicated nature of the dispute settlement system, our flagship examines the factors that influence developing countries’ participation in the dispute settlement mechanism.

Asian Tourism: Market Trends and Intelligent Futures

In the twenty-first century, Asia has emerged both as a prominent source market for international tourists and a compelling destination for inbound travellers. The markets are, however, dynamic and evolving as the demographics of the key source countries shift, technology alters the experiential landscape, and sustainability and health issues demand ever-increasing attention. CITBA researchers in this flagship program bring international acumen from across the Asian region - Singapore, Indonesia, India, Iran, China, Vietnam, Bangladesh, Russia and the Philippines - to assess and interpret the trends and issues confronting tourism interests.
Background

Professor Josiassen is a leading international scholar of marketing and tourism management. He has won several international awards for his research. Professor Josiassen publishes at the highest level in marketing and tourism with publications in the premier Journal in Marketing, and in tourism Annals of Tourism Research and Journal of Travel Research. His research focuses on consumer/tourist behavior, and on creation of competitive advantages via firm strategy, and he is the author of a leading textbook on international marketing management. He is an excellent educator with teaching awards for both class teaching and supervision at several universities. Professor Josiassen regularly consults national and international organizations on the topics of tourist/consumer behavior and management strategy.

Areas of expertise

- e-Marketing
- Consumer behavior
- Hospitality marketing
- Destination marketing
- Tourism marketing and management
- Consumer psychology and behaviour
- Service dominant logic

Impact of research

- Professor Josiassen has won several international awards. Among these are Tietgen’s Gold Medal, which is awarded to the most promising emerging scholar in the social sciences in Denmark, and Alexander is also the only ever Scandinavian recipient of the Charles R. Goeldner Award which is the most prestigious international tourism research award.
- Recently, in 2019, Professor Josiassen won the Danish Marketing Research Prize 2019 from the Danish Marketing Association. This award is the most prestigious Danish research award in marketing. The award was “awarded to Professor Josiassen for his many years of groundbreaking research in marketing and tourism”.

Top five publications


Contact

- alexander.josiassen@jcu.edu.au
Background

Associate Professor Kuah is a research leader at both The Cairns Institute, Australia and Centre for International Trade and Business in Asia through his pioneering direction on the circular economy. Grounded in both Business and Engineering disciplines, he has published widely in high impact journals such as the Journal of Business Research, European Journal of Marketing, Thunderbird International Business Review, and Science of the Total Environment. He has received close to $900,000 of external support towards his research.

He is part of the University’s Sustainable Development Working Group considering the implementation of the United Nations Sustainable Development Goals and contributes as Singapore’s representative on the International Organization for Standardization TC 323. He brings with him 20 years of experience in academia with faculty appointments served at Manchester, Bradford, Hudderfield and Nottingham. Externally, he jointly holds an Honorary Professor at Ecole de Commerce de Tahiti and Honorary University Fellow at Charles Darwin University.

Associate Professor Kuah is supervisor to three PhD candidates at JCU Singapore on the circular economy and corporate social responsibility. He is seeking expression of interest from potential PhD candidates with research experience to join his research team.

Areas of expertise

- Sustainability and the Circular Economy
- International Business and HRM
- National Competitiveness

Impact of research

- The National University of Singapore invited him to partake in a lively 3-hour Panel Discussion “Opportunities and Gaps in the Circular Economy” livestream around the world on 29 August 2019. The conference, funded by the U.S. National Science Foundation, with its recording will be reproduced into a U.S. documentary.
- Appointed by Enterprise Singapore and Singapore Standards Council, he is Singapore’s representative on the International Organization for Standardization TC 323 for the creation of a new standard supporting the Circular Economy. At the moment, he is participating towards drafting ISO/PWI 59004 and TR 59031.
- The National University of Singapore invited him to partake in a lively 3-hour Panel Discussion “Opportunities and Gaps in the Circular Economy” livestream around the world on 29 August 2019. The conference, funded by the U.S. National Science Foundation, with its recording will be reproduced into a U.S. documentary.
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Top five publications


Contact

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Assoc. Prof. Adrian T H Kuah

Associate Professor, Business

International Teachers Programme (SDA Bocconi)
PhD (Business Administration), University of Manchester, United Kingdom
MBA (Strategic Management), University of Strathclyde, United Kingdom
BEng (Mechanical Engineering), Nanyang Technological University, Singapore
Fellow of the Chartered Management Institute
Fellow of the College of Preceptors
Fellow of the Higher Education Academy
Background

Dr. Wood’s primary research interests are in the areas of transportation and logistics and as well as several areas within the field of international trade, including works in non-tariff barriers, intra-industry trade, and the WTO Dispute Settlement Mechanism. From these studies, he has been published in various outlets including Journal of Transportation Research Part D: Transport and the Environment, Journal of Cleaner Production, International Journal of Disaster Risk Reduction, Journal of World Trade, Scientometrics, and Journal of Asia-Pacific Economic Literature among others. Dr. Wood is also co-Editor of an ongoing book series that is published by Routledge titled “Advances in Research on the Tropics”. With respect to higher degrees by research, Dr. Wood can supervise multidisciplinary projects in the fields of international trade and international business; in particular, Free Trade Agreement negotiations, trade barriers, the WTO dispute settlement process, and issues in sustainable economic development. With strong collaborative networks throughout Asia and Australasia, the opportunities for significant research are great.

Prior to joining James Cook University in Singapore, Dr Wood worked in South Korea for more than 10 years, where he held positions as an Assistant Professor of Industrial Management at the Korean University of Technology and Education and more recently as an Assistant Professor of Asia Business and International Trade at Chungnam National University.

In addition to his current roles at JCU Singapore, Dr Wood is also a Visiting Professor of International Trade at Chungnam National University, in Daejeon, South Korea.

Areas of expertise

- Non-tariff barriers in international trade
- Free Trade Agreement (FTA) trade negotiations
- Transportation and logistics
- Economic development

Impact of research

- Dr Wood has had research cited in internationally recognized publication outlets, including the Journal of Cleaner Production (H Index 173), Transportation Research Part D: Transport and the Environment (H Index 89), and Scientometrics (H Index = 106). His research efforts have also allowed him to receive two significant Korea National Research Foundation Grants since 2017. These achievements have allowed Dr Wood to network extensively with scholars throughout China, South Korea, and more recently Singapore and Australia. His research has helped to identify relevant economic policy provisions that governments can adopt in order to tackle important changes in international trade and marketplace dynamics.

Top five publications


Contact

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Further Information

JCU Research Profile
Background
Dr Mukherjee is currently a Lecturer at James Cook University’s Singapore Campus and a Visiting International Researcher at Saïd Business School, University of Oxford. She has previously held research and teaching positions in Said Business School, University of Oxford; Singapore’s Nanyang Technological University and Essec, Singapore.

Dr Mukherjee has over 15 years of research, teaching and consultancy experience in customer relationship management, services marketing, retail format development and retail public policy. Dr Mukherjee is also a futurist specialising in the Scenario Planning Method which she has used for several research and consultancy projects across Asia, Australia and Europe. These include developing future scenarios for the British Retail Consortium and Association of Convenience Stores in the UK, the future of retail format development in India, the future of motor industry in Southern Australia, the future of omni-channel retailing in Singapore and the future of retail real estate in China. She has also taught scenario planning in the Oxford Scenarios Programme which is an award-winning Executive Education programme offered at Said Business School.

As well as being the author of academic journal articles (Long Range Planning, International Review of Retail, Distribution and Consumer Research) and white papers for policy makers, Dr Mukherjee has written opinion pieces for Business Times Singapore, Times of India and Indian Express. Dr Mukherjee is also the author of an edited book on Retail Development in Emerging Markets.

Areas of expertise
- Scenario Planning
- Strategic Reframing
- Retail Management
- Bottom of Pyramid Consumers
- Sustainability

Impact of research
- Opinion Pieces from Research Published in leading newspapers in Singapore (Business Times, November 2020)
- Strategic Reframing framework developed and used by retail organisations in China and the UK
- Quoted in the media on the topic of retail futures – Straits Times and Business Times
- Moderated Webinar on the Future of Retailing with panellists representing global organisations.
- Led the Shopping and Lifestyle research project for the Asian Consumer Institute’s $4 million Pan Asia Wave consumer research project across 10 countries in India – designed, compiled and implemented results and made recommendations to funding partners.

Top five publications

Contact
- malobi.mukherjee@jcu.edu.au
Background

Dr Wang is an active researcher in the areas of corporate governance, international business and sustainable business practice. Much of her research aims to bridge the understanding between East and West, through refining theories developed in the West to Eastern contexts and/or comparing firms’ and individuals’ behaviours between East and West. Her first research interest is to examine how the institutional environment at different levels influences firms’ sustainable development in corporate governance and international business. Her second research focus is to understand the uniqueness in promoting sustainable business practices in Asia, noting that sustainability is becoming more imperative in emerging economies.

To infuse these issues with novel understandings, she takes on an interdisciplinary research orientation, by drawing on theories in management areas and other disciplines. Dr Wang has a strong methodological focus – she is well versed at employing different research methods (e.g., archival data, field survey and interview) and analytical approaches (e.g., HLM, SEM, factor analysis, qualitative data analysis, etc.) to address such issues. Her research has been published in top ranked journals such as Journal of Business Research, International Business Review, Journal of Business Ethics, Management and Organization Review, Corporate Governance: An International Review, etc.

Currently, Dr Wang is working together with research student to investigate the ways in which Asian SMEs engage in CSR. Several other projects arise from collaborative efforts with academics in Australia and the U.K., as well as industry partners such as Food Bank Singapore. Those projects focus on sustainable business practices and aim to understand consumers’ green behaviour and companies’ sustainable marketing strategy such green packaging by applying psychological and sociological theories.

Areas of expertise

- International Business
- Corporate Governance
- Sustainable Marketing
- Cross-Cultural Management
- Branding strategy of online shops

Impact on research section

- Dr Wang has had research cited in internationally recognized publication outlets. Her work on corporate governance and sustainable marketing has been referenced in top management journals. These works have helped identify relevant governance and marketing strategies that business practitioners can adopt in order to tackle the changing marketplace dynamics.

Top five publications


Contact

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Further Information

JCU Research Profile
Background
Dr Zahra Pourabedin completed her PhD in Marketing with her study on the influence of web design features on attitudes and intentions in travel decision making. She is the associate fellow of the Chartered Institute of Marketing (CIM). Her research interests include electronic marketing, tourism marketing, and hospitality marketing. She researches on how technology influences traveler’s behavior. She has taught courses on various management and marketing subjects for undergraduate and postgraduate students. She has also supervised numerous postgraduate and undergraduate dissertations. Zahra’s research has been published in tourism and hospitality journals such as Tourism Management Perspective and International Journal of Tourism Cities. She is also actively involved with journals as a reviewer of research papers and gained experience through membership of scientific committees for conferences. Zahra has been guest speaker at AGI conference, "Business Innovation and Transformation in Digital Economy."

Areas of expertise
- e-Marketing, Tourism marketing, Retail marketing
- Consumer behavior
- Hospitality marketing
- Destination marketing

Impact of research
- Received the award of Highly Commended paper of 2019 by Emerald Publisher for paper titled “Loyalty Membership for Luxury Hotels in Malaysia”
- Network analysis in tourism services distribution channels
- Developed loyalty programmes for luxury hotels
- Confirmed the effectiveness of destination websites in attitude formation toward tourism destinations

Top publications

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Further Information
JCU Research Profile
Background
Emmanuel Adegbite is a visiting Professor of Governance and Management at James Cook University, Singapore. His published works on management accounting, corporate governance, corporate social responsibility and corporate finance have been widely cited and have, in collaboration, secured around a million SGD in funding. Recent awards include a Durham University award for Excellence in Research in 2014; the Celebrated Nigerian Award United Kingdom in 2016; and the International Business Review Best Journal Paper of the Year Award in 2016. He serves as Associate Editor for Business Ethics: A European Review (BEER) and is on the editorial boards of Corporate Governance: The International Journal of Business in Society and the International Journal of Corporate Social Responsibility.
Prof Adegbite frequently facilitates training and capacity building activities for organisations such as the Institute of Directors Nigeria, Dangote Plc, Fidelity Bank amongst others.

Areas of expertise
- Strategies for good corporate governance
- Board performance and appraisal
- Corporate governance regulation
- Corporate social responsibility as a governance framework
- Corporate governance and sustainability
- Africapitalism
- CSR in emerging markets

Impact of research
- Prof Adegbite works closely with business leaders and policy influencers in implementing good corporate governance standards, and in developing strategies for instrumental corporate social responsibility.

Top five publications

Contact
- emmanuel.adegbite@jcu.edu.au
Background

Chris Durden is an Associate Professor of Accounting with James Cook University Australia (Cairns campus) and is currently on secondment at the university’s Singapore campus. He has a PhD in management accounting from Massey University in New Zealand. He has also completed an undergraduate degree in economics and a master’s in accounting.

Prior to commencing with JCU in Cairns in 2006, Chris held academic posts with the University of Waikato (New Zealand), the University of Southern Queensland and Massey University (New Zealand). His primary teaching interest is management accounting at both undergraduate and post graduate levels.

Chris has published in a range of academic accounting journals including Critical Perspectives on Accounting, Journal of Accounting Education, Accounting, Auditing and Accountability Journal (AAAJ), Advances in Accounting Behavioral Research and Accounting Education: An International Journal.

Chris is also a Chartered Accountant (CAANZ) and prior to commencing an academic career he worked in the oil and pharmaceutical industries in New Zealand, holding both accounting and operational roles.

Areas of expertise

- Organisational control
- Performance measurement system design and effectiveness
- Accounting education curriculum design

Impact of research

- Strong links with accounting professional bodies and extensive industry contacts.
- AAAJ paper on socially responsible management control systems has been heavily cited (200+ citations).
- Extensive experience teaching executive MBA accounting and financial management classes to senior and middle level managers.
- Knowledge application/transfer via development of case studies and programs used by US study abroad classes

Top five publications


Contact

- chris.durden@jcu.edu.au
Background

Dr Nguyen is a Lecturer in Business at JCU. She received her PhD in Banking and Finance from Griffith University, Australia in 2016. Before she joined JCU, Dr Nguyen was a Lecturer of Finance at Vietnamese-German University and a Manager of Trade Finance Department of PVBank (headquarter) in Vietnam.

Dr Nguyen’s main research area includes banking performance and stock price forecasts. She focuses on the impacts of bank reforms, diversification, competition, and innovation on bank efficiency, profitability, and risk. She also does research on factors driving stock price. Her work has been published in top-tier journals, such as Empirical Economics, Applied Economics, Australian Economic Papers, Managerial Finance, Benchmarking, etc.

Dr Nguyen welcomes prospective PhD candidates with research interests in banking performance and stock return.

Areas of expertise

- Operational efficiency and productivity analysis
- Bank performance
- Financial market
- Income inequality

Impact of research

- Provided implications for policy makers and bank managers in initiating policies and strategies to improve bank efficiency, profitability and stability.
- Provided implications for policy makers in initiating policies and strategies to reduce the impact of oil price shocks and economic policy uncertainty on the performance of the stock market.
- Provided implications for policy makers in initiating policies for fighting the growth in income disparity.

Top five publications


Contact

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Dr Tan obtained her PhD in Economics in 2019. Before joining James Cook University in Singapore, Dr Tan was a research fellow at Economics department of Nanyang Technological University. Her current research interests include applied macroeconomics and international finance. Dr Tan conducts empirical research in the area of macroeconomics and international finance. Specifically, Dr Tan’s thesis research focuses on the topic of international financial integration, in which she studies how financial openness of one country is related to the foreign exchange stability, income inequality and stock market pricing of the country. Over time, Dr Tan has acquired strong econometric prowess in dealing with longitudinal and time series data. Dr Tan’s research works had been accepted and presented at several conferences, such as Conference of Computing in Economics and Finance, INFER Workshop on Applied Macroeconomics, The American Finance Association PhD Student Poster Session, and Singapore Economic Review Conference.

Dr Tan would like to collaborate with prospective PhD candidates interested in macroeconomics, international economics, financial liberalization, and economic development. Potential PhD candidates who are interested in any other applied economic research topics may also contact her for further discussion.

Areas of expertise

- Applied macroeconomics
- International economics and finance
- Emerging market economies

Impact of research

- Conduct empirical research on the relationship between capital flows and extreme exchange market pressure events of a panel of 21 emerging economies and find that foreign credit flow is the key contributor to the currency devaluation pressure of the emerging economies.

- Write a book chapter about financial stress of Singapore in the time of COVID-19. The main findings show that Singapore’s financial stress is mainly due to global financial factor instead of direct consequence of the domestic COVID-19 cases and Circuit Breaker policy.

Top publications


Contact

- sookrei.tan@jcu.edu.au
Background

Dr Thong specializes in securities valuation and trading with a focus on market microstructure and behavioral finance. He publishes in various international refereed journals, such as Review of Quantitative Finance and Accounting, Asian Development Review, etc. His research interests are Investments, Corporate Finance and FinTech.

Dr Thong also develops various investment strategies and applications based on his research and experience in the securities markets to enhance investors’ returns across countries. Currently, he works on various industry projects to bring his finance knowledge and expertise to the real world by looking into the securities exchange policies and the fee-based financial planning industry. Dr Thong is working on manuscript on Corporate Finance: Theory and Application.

Areas of expertise

- Investments
- Corporate Finance
- Wealth Management
- Real Estate Investments
- Cryptocurrencies
- Financial Markets Microstructure

Impact of research

- Provided significant empirical research evidence and implication on decision making for the policy makers
- Processed information in the financial markets using theoretical financial modelling and skills
- Developed effective securities trading strategies to enhance teaching and learning experience at tertiary level
- Established strong network with both industry and academia over last 20 years

Top publications


Contact

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Further Information

JCU Research Profile
Background
Dr Zhang received her PhD in Finance in 2011. Before she joined James Cook University in Singapore, Dr Zhang was an Associate Professor of Finance at the Shanghai University of Finance and Economics in China.

Dr Zhang’s area of research focus includes empirical asset pricing, market microstructure and international stock markets. She focuses on the effects of liquidity on stock returns and the measurement of liquidity in emerging markets. She also conducts research on the impact of media coverage on stock liquidity and returns in the Chinese stock market. Her work has been published in top-tier finance journals such as the Journal of Financial Economics, Journal of Empirical Finance, Financial Review, and the International Review of Finance.

Dr Zhang is interested in prospective PhD candidates with research interests in empirical asset pricing, behavioural finance, international financial markets or fintech.

Areas of expertise
- Market microstructure
- Asset pricing
- International financial markets

Impact of research
- Dr Zhang’s research findings that investors require a higher rate of return as a compensation for holding illiquidity stock have important implications for both corporate managers and policymakers. Corporate managers can lower their cost of capital by taking steps to increase liquidity. For policymakers and regulators, reforms to increase the liquidity of financial claims have the potential to stimulate economic growth by lowering the hurdle rate for investment projects.

Top five publications

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Tourism & Hospitality

Background
Professor Bhati’s research investigates responsible tourism, resilience planning in tourism, sustainable development of cities, and scholarship of learning and teaching. In particular, he is interested in technology and the role it has as a catalyst for tourism industry changes, “Smart City” as a mechanism for future sustainable development, and the need for tourism to deliver United Nations (UN) Sustainable Development Goals (SDGs). His recent projects have explored visitor intention to travel, sideline tourism and tourism value-add and tourist vandalism.

Professor Bhati’s other projects include incorporating “Work Integrated Learning” (WIL) based learning strategies in tertiary education. He has been successful in securing collaborative grants through the Australian Government’s Office of Learning and Teaching (OLT), the Australian Learning and Teaching Council (ALTC), external industry grants and several internal research grants. His current research interests include tourist behaviour management, resilience planning, and scholarship of learning and teaching.

Areas of expertise
- Responsible tourism
- Smart technologies and sustainable tourism
- Resilience planning in tourism
- Scholarship of learning and teaching

Impact of research
- Contributed to the development of a set of intervention strategies to address vandalism at visitor attractions. Informed National Research Council Thailand’s position paper on the review of tourism police in Bangkok
- Increased understanding of new genres in tourism such as industrial heritage railways tourism and dark tourism in Asia
- Enabled the capability of numerous higher education institutions to enhance student experience and graduate global citizenship

Top five publications

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Further Information
JCU Research Profile
Background

Dr Simona Azzali is a lecturer of urban planning and design at the Singapore campus of James Cook University where she coordinates the Master of Planning and Urban Design and teaches core modules, elective courses, and studios on disaster management, urban research methods, planning and sustainable urbanism. She is a member of JCU’s Tropical Urbanism and Design Lab, an interdisciplinary team of geographers, architects, sociologists and planners interested in tropical urbanism, and JCU’s Centre for International Trade and Business in Asia (CITBA). She is also an affiliate member of the Singapore Institute of Planners. Prior to commencing her appointment at JCU, she worked and researched for various renowned academic institutions as the National University of Singapore, UCL London, Politecnico di Milano, and Qatar University. Simona is passionate about cities and a strong advocate of a people-oriented and participatory design approach to build better cities by design.

Areas of expertise

- Sustainability and Liveability of Public Spaces
- Tropical Urbanism and Design
- Tactical Urbanism and Mega Events Impact
- Participatory Approaches in Urban Design

Impact of research

- Received the 2020 Early Career Award (JCU Singapore).
- Development of a framework for the appraisal of mega event sites and venues, and implementation of strategies and recommendations to maximise their post-event and long-term use.
- Investigation on the impact of socio-cultural dimensions on the built environment by implementing a walking-tour assessment procedure for the appraisal of perceptual, social, and functional attributes of open spaces in Asian cities.
- Investigation on the effectiveness of Form-based codes guidelines to improve walkability in Singapore’s HDB neighbourhoods.

Dr Simona Azzali

Lecturer, Urban Design

PhD (Urban Planning and Design), Qatar University, Qatar
Graduate Certificate of Education, James Cook University, Australia
Master of Digital Communication, Politecnico di Milano, Italy
Laurea (BSc + MSc) of Design, Politecnico di Milano, Italy

Areas of expertise

- Sustainability and Liveability of Public Spaces
- Tropical Urbanism and Design
- Tactical Urbanism and Mega Events Impact
- Participatory Approaches in Urban Design

Impact of research

- Received the 2020 Early Career Award (JCU Singapore).
- Development of a framework for the appraisal of mega event sites and venues, and implementation of strategies and recommendations to maximise their post-event and long-term use.
- Investigation on the impact of socio-cultural dimensions on the built environment by implementing a walking-tour assessment procedure for the appraisal of perceptual, social, and functional attributes of open spaces in Asian cities.
- Investigation on the effectiveness of Form-based codes guidelines to improve walkability in Singapore’s HDB neighbourhoods.

Contact

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Further Information
JCU Research Profile

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Dr Thiru has over 15 years of tourism related research experience. As an academic, he has combined his professional experiences to discover and expand practice-informed research. His research interests are varied with core specializations in service excellence, and cultural and luxury tourism.

Dr Thiru coined the term “affinity tourism”. Affinity tourism refers to the propensity of guests to partake in “familiar” and “similar” cultural experiences to those of their hosts. He volunteers his time as an editorial board member for Asia Tourism Research Journal and is a reviewer for a number of high quality tourism and hospitality journals. He has published over 40 academic works and welcomes collaborations with scholars and PhD students from the field of tourism and hospitality.

Areas of expertise

- Marketing cultural and heritage tourism
- Development of luxury tourism
- Enabling supply side in transformational tourism
- Professional development of industry capabilities in service excellence

Impact of research

- Identified sustainable strategies for traditional cultural performances in post-modern travel destinations
- Collated observations on various aspects of Shared Service Centers (SSC) operations and made these available to the SSC companies in Malaysia and Singapore
- Contributed to industry through consultancy work on MICE marketing
- Enabled students’ capabilities through joint research and publications

Top publications


Contact

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Further Information

JCU Research Profile
Background
Dr Zilmiyah completed her PhD in tourism with an ethnographic study on tourism as a catalyst to foster social cohesion in the post-war regions of Sri Lanka. She obtained her Masters (M.Sc.) in International Hospitality Management and prior to that, graduated with a degree in Hotel Management.

Her diverse research interests include tourism policy, planning and development, tourism social cultural impacts, sustainable tourism, social cohesion or social capital through tourism, as well as hospitality marketing and management. She has published widely on research pertaining to social cultural impacts of tourism, tourism policy, development, governance and resilience. Dr Zilmiyah’s research philosophical foundation are predominantly critical realism and interpretivism inclined towards a qualitative methodological approach. Her research work focusing on tourism and hospitality contributes to SDGs 10 (Reduced inequalities), 16 (Peace, justice & strong institutions), 11 (Sustainable cities and communities), 5 (gender equality) and 12 (Responsible consumption and production).

Her research experience also includes research supervision in tourism and hospitality, reviewing for leading journals, conferences and think tank such as BESTEN, CAUTHE, ITSA 2020, chairing conference sessions and is also a member of the scientific committee for the Asia-Euro conferences in tourism and hospitality. She has also consulted for the Seychelles Ministry of Tourism, and worked in the hospitality industry prior to beginning her academic career. Her international industry and academic experience spans across five different countries. Her research draws on her considerable international industry and academic experience in addition to qualifications in hospitality, as well as tourism.

She is interested in prospective PhD candidates with research interests in tourism policy, planning, development and governance, social impacts of tourism, niche tourism or hospitality management.

Areas of expertise
- Tourism planning and development
- Tourism policy and governance
- Tourism social cultural impacts
- Social cohesion and social capital through tourism
- Responsible Tourism
- Sustainable Tourism
- Qualitative research methodology
- Hospitality management

Impact of research
- Developed a framework for assessing the potential of tourism to act as a catalyst for social cohesion in divided contexts
- Provided an understanding of tourism’s role in shaping identity or image of a destination and its social policy
- Increased understanding of the complexities and challenges in developing tourism in a post-war context in multicultural, divided societies
- Provided an understanding travel intention, governance and resilience post natural disaster and health crisis (COVID-19)

Top five publications

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Further Information
JCU Research Profile
Background

Dr Zohre Mohammadi completed her PhD in tourism, with her thesis focused on ‘Children’s Holiday Benefits and Motivation, Nostalgia and its Implications’. Her PhD work received highly positive feedback from the referees and was unanimously chosen by the members of committee in the panel as the best PhD thesis over the past few years. Working as a Research Fellow at James Cook University in Singapore is of particular interest to Dr Mohammadi because it offers a new challenge in an extremely stimulating and enjoyable environment in the area of her research interest.

In particular, Dr Mohammadi offers substantial thoughts on events, activities and amenities for children with respect to tourism behaviours. These interests align closely with the Singapore Tourism Board policies to introduce new emerging markets, such as children and family tourism. Dr Mohammadi believes this competitive market can be attributed to Singapore’s strengths in hygiene factors, presence of international branded family entertainment, variety of attractions and ease of getting around by public transport, which makes it a potential target destination for the children and family tourism. Her other research interests include tourism behaviour, marketing, new emerging markets, and tourism sustainability. Dr Mohammadi has published a number of papers, articles, and book chapters in these specific areas within her broader discipline. She has also been involved in a range of strategic planning and reengineering projects in Iran such as designing a strategic plan for a company specialized for health tourism and a project with a national airline examining the feasibility of desert tourism. In addition, Dr Mohammadi benefits from using innovative qualitative methods in conducting her research and she feels quite confident in deploying and exploring this approach more extensively across her future research activities.

Areas of expertise

- Tourism behaviour
- Children in Tourism
- Tourism marketing
- New emerging markets
- Local communities
- Qualitative research methodology

Impact of research

- Developed a tourism-based analytical model for children’s holiday drawings
- Provided an understanding of the role of children in tourism as active agents
- Increased understanding of nostalgia and childhood destinations revisited
- Contributed to an understanding of reverse immigration to rural communities in a World Heritage Area as a result of tourism developments
- Confirmed the effectiveness of tourism development on women’s social freedom and self-determination in rural communities

Top five publications


Contact

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Background

Professor Ng’s research focuses on managing diversity for organizational competitiveness, the changing nature of work and organizations, and managing across generations. His work has been funded by the Social Sciences and Humanities Research Council of Canada grants. He has published 4 books and more than 90 peer-reviewed journal articles and monographs. He research has been featured in popular media outlets in Canada and the USA such as the CBC, the Globe and Mail, the Financial Post, ABC News, CBS News, and NPR. He is the Editor-in-Chief of Equality, Diversity and Inclusion and is an Associate Editor of Personnel Review. He is also the Program Chair-Elect for the Gender and Diversity in Organizations division of the Academy of Management.

Areas of expertise

- Human Resource Management
- Diversity and Inclusion
- Managing Across Generations
- Aging Workforce
- Changing Nature of Work
- Digital Work and Remote Economy

Impact of research

- Serve as an Expert Panelist for the Global Diversity, Equity and Inclusion Benchmarking (GDEIB), Center for Global Inclusion (to be released in 2021).
- Established the Generational Career Shift Project, a SSHRC funded collaboration with Sean Lyons (University of Guelph) and Linda Schweitzer (Carleton University), offers employers new tools to understand and manage generational differences in the workplace.
- Provided guidance to the Canadian Centre for Diversity and Inclusion (CCDI) and the Canadian Certified Inclusion Professional (CCIP) Exam Committee with respect to the content of the CCIP exam.
- Served as an Academic Observer at the United Nations Committee of Experts on Public Administration (UNCEPA).

Top five publications


Contact

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Background

Dr Bradshaw’s academic and professional career has taken him around the world from Barbados in the West Indies, through Africa, to the Asia-Pacific and Singapore. He has extensive experience in information technology management, administration and support. Since obtaining his PhD in the field of Business Management, Dr Bradshaw’s interests have been in fusing management, business, technology and knowledge into a teaching and research agenda to benefit students, academia and industry. He has authored research articles and conference papers and contributed to book chapters across a range of disciplines including knowledge management, project management, marketing and tourism.

Drawing on his experience, Dr Bradshaw has a keen interest in qualitative research and the application of qualitative methods to knowledge management, business management and strategy and technology in business. In the area of knowledge management, Dr Bradshaw has contributed to a better understanding of how IT consultants can add value to knowledge creation and dissemination in small and medium enterprises.

Areas of expertise

- Knowledge Management
- IS Competences
- IS Implementation
- Business Technology Management
- Strategic IT
- Big data knowledge management in/for SMEs
- The impact of emerging technologies on the future of knowledge management in businesses

Impact of research

- Dr Bradshaw’s work has helped to highlight the importance of partnerships between SMEs and IS/IT consultants for the development of IS/IT knowledge in such enterprises.

Top five publications

- communication medium affects team collaboration environments. E-Learning and Digital Media, 17(2), 111-130.

Contact

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Further Information

JCU Research Profile
Dr Benedict Atkinson
Senior Lecturer, Law

PhD (Law), Australian Catholic University, Australia
LLM (Hons 1 Research), University of Sydney, Australia
Admitted Supreme Courts NSW and ACT
DLP, University of Technology Sydney, Australia
LLB, University of Sydney, Australia
BA, University of Sydney, Australia

Background
Dr Atkinson is a specialist in intellectual property law who teaches commercial law at JCU Singapore. Dr Atkinson was a principal advisor in the Australian government, a senior lawyer at an international law firm, and Head of JCU Law Australia. At JCU Singapore he teaches Business Law, the Law of Business Organisations and Taxation Law. He will also teach the History of Economic Thought and Sports Law in coming semesters. Dr Atkinson has authored or co-authored six books on the law and history of copyright. His background in government and commercial law equips him to contribute to JCU’s growth in Singapore as a hub of commercial expertise.

Areas of expertise
- Public law
- Commercial law
- Intellectual property law
- Extensive experience in government advising and contract negotiation

Top five publications

Contact
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Further Information
JCU Research Profile

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Background

Dr Wong is a Senior Lecturer in Business at JCU Singapore. She completed her PhD in international business at the Australian National University and the focus of her thesis was on managing the intangible resources and competencies that have increasingly become sources of competitive advantage in the creative cultural industries such as the film industry. She was a founding member of the International Scientific Committee of the Knowledge Cities World Summit in Monterrey (Mexico) in 2007 and a member of the International Advisory Board on knowledge-based cities between the years 2007-2009. Her academic research also extends into the scholarship of teaching and learning in higher education with focus on experiential learning, intervention programs, teamwork and entrepreneurship.

Dr Wong’s research in knowledge management takes on a multidisciplinary approach that extends into knowledge-based cities, smart cities, creative cities, and creative industries with special focus on Singapore.

Over the years, Dr Wong has presented papers at international conferences such as Australia and New Zealand International Business Academy (ANZIBA), Australia and New Zealand Academy of Management (ANZAM), Academy of International Business (AIB), British Academy of Management (BAM), International Conference on Cultural Policy Research and International Society for the Scholarship of Teaching & Learning Conference. She is also a member of HERDSA (Higher Education Research and Development Society of Australasia).

Top five publications


Areas of expertise

- Smart and Creative Cities
- Knowledge Management
- Cultural Industries

Impact of research

- Dr Wong’s research takes on a multi-disciplinary lens in providing different perspectives to issues in the tropics such as urban design and economic growth, urban farming and food sustainability and local global citizenship in higher education.

Contact

- caroline.wong@jcu.edu.au
Background

After obtaining his PhD degree in 2016, Dr Eijdenberg worked as a postdoctoral researcher at the University of Hohenheim in Stuttgart, Germany (2016 – 2019). Dr Eijdenberg’s research interests are about entrepreneurs(hip) in emerging countries. Dr Eijdenberg is particularly interested in the personal attributes of entrepreneurs and how these attributes are related to the sustainable growth of their businesses. Dr Eijdenberg’s work has been presented at international management conferences such as AoM, ANZAM, ESU, EURAM, ICSB and RENT.

For research and consulting projects, Dr Eijdenberg has secured in collaboration with others close to € 500,000 in funding from multiple organisations such as the Dutch organisation of internationalisation in education (NUFFIC) and Volkswagen Foundation. In these projects, Dr Eijdenberg is involved as an expert for short and long-term assignments in, amongst others, Burundi, Ethiopia, Kenya, Oman, Rwanda, Tanzania, Uganda, Zambia and Zimbabwe.

Areas of expertise

- Developing countries
- Emerging economies
- Entrepreneurship
- Entrepreneurial decision-making, motivation and orientation
- Small business
- Social entrepreneurship
- Sustainability
- The role of entrepreneurs in the tropics
- Social entrepreneurship in emerging economies
- Sustainability and entrepreneurship in developing countries

Impact of research

- Increased understanding of the role of entrepreneurship in emerging economies
- Developed an understanding of social entrepreneurship and sustainability in resource-constrained contexts
- Provided an understanding of personal attributed of entrepreneurs (e.g. decision-making, motivations, orientations) how these attributes are related to the sustainable growth of their businesses
- Create awareness of and provide stage to micro entrepreneurs in developing countries and their socio-economic contribution to society
- Unravelled the role of entrepreneurs in the tropics – seen as a highly potential yet challenging climatological and geographical context

Top publications


Contact

- emiel.eijdenberg@jcu.edu.au
Background

Dr Tang has taught business information systems (IS) and management courses at both undergraduate and postgraduate levels for close to 20 years. At James Cook University in Singapore, Dr Tang specialises in project management, operations management, and supply chain management. To enhance learning delivery, he continues to keep abreast of the latest developments in the fields. He also has many years of experience supervising undergraduate and postgraduate students in their dissertations.

Dr Tang conducts research in the area of business information systems (IS). His major research areas include IS evaluation, strategic IS, and IS business alignment. He is familiar with quantitative research methods and uses software tools like RapidMiner, Tableau, SPSS, SmartPLS, WarpPLS, Amos, Super Decisions, Minitab, and SigmaXL.

At James Cook University in Singapore, Dr Tang founded the Operations and Supply Chain Management Club for students who are interested in the field, and he continues to be a club mentor. Dr Tang’s passion for operations and supply chain management has driven him to organise many field visits for students to many business establishments. He has also supervised student teams to work on real-world, industry-linked projects such as the application of statistical process control in chocolate manufacturing and reusing coffee powder waste for earthworm farming.

Dr Tang invites research topics in business information systems, operations management, project management, and supply chain management.

Areas of expertise

- Strategic information systems
- IS business alignment
- Strategic management
- Digital innovations
- Six Sigma methodology
- Design for Six Sigma methodology
- Process improvement
- Statistical process control
- Operations management
- Supply chain management
- Project management

Impact of research

- Dr Tang’s papers on IS evaluation and IS-enabled organisational effectiveness have been cited many times in leading information systems journals. His work provides some insight into how organisations can determine the value of their IS investment.

Top five publications


Contact

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Further Information

JCU Research Profile
James Cook University Australia offers pathway, undergraduate and postgraduate programs at the Singapore campus of James Cook University. This publication is intended as a general guide. The information is correct at the time of printing. James Cook University reserves the right to alter any course contents or admission requirements without prior notice.

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