JAMES COOK UNIVERSITY SINGAPORE

Research at James Cook University Business School

JAMES COOK UNIVERSITY

Townsville | Singapore | Cairns | Brisbane

1 university • 2 countries • 4 distinct locations

Creating a brighter future for life in the Tropics and beyond, through education and research that makes a difference locally, and globally.

Our Message

Associate Professor K Thirumaran

Acting Campus Dean
James Cook University in Singapore
(Business School)

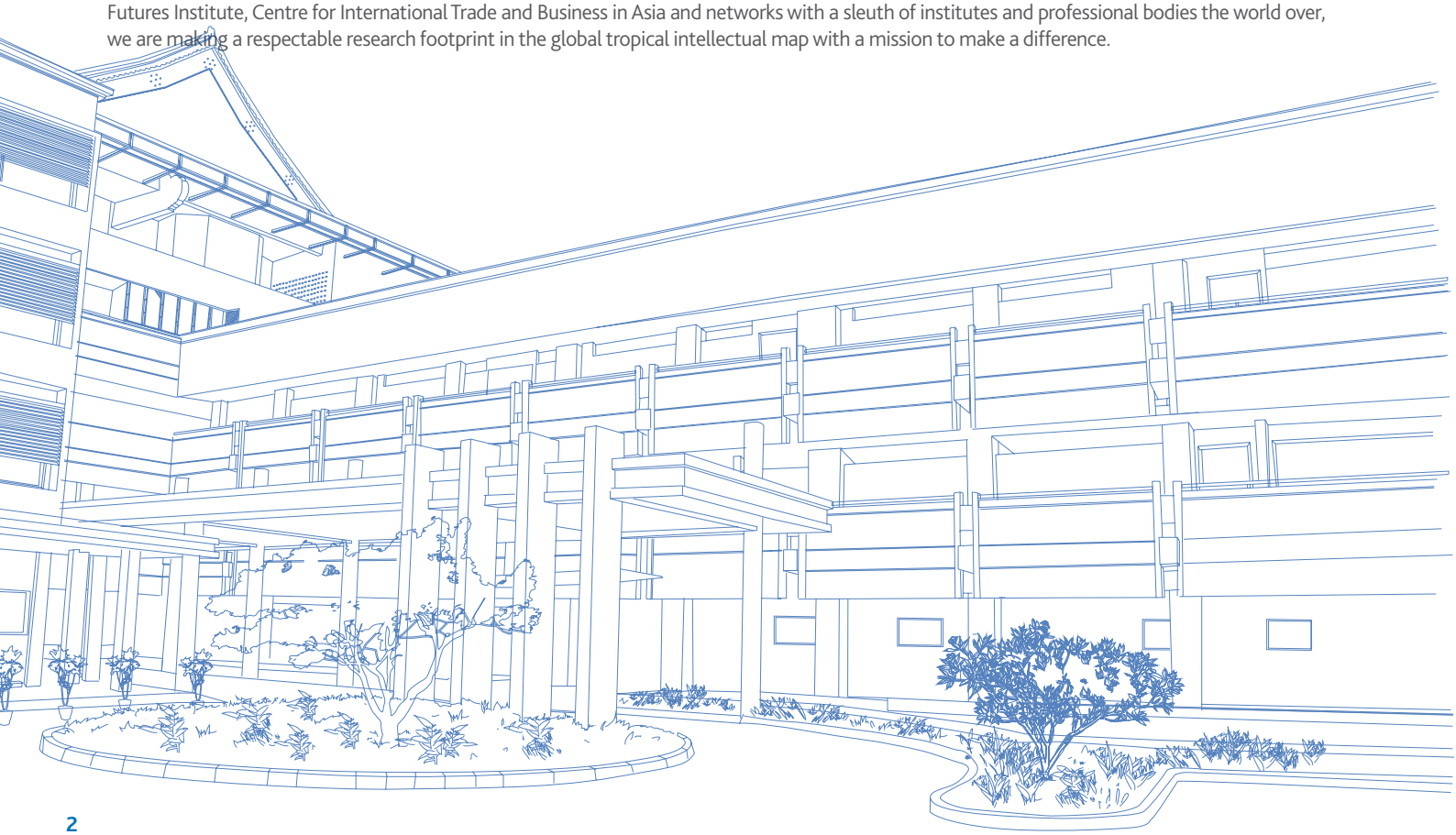
Associate Professor Jacob Wood

Associate Dean for Research
James Cook University in Singapore

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.



Centre for International Trade and Business in Asia (CITBA)

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, fast-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 Associate Professor Pengji Wang, 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 and business empowerment, and building a circular and 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 work with businesses, communities and public sectors to unlock inclusive and sustainable growth capacities. Furthermore, the centre seeks to provide empowered solutions to facilitate climate-change actions, embed circularity into real world business models, and achieve our vision for the development of sustainable and transformative cities and businesses.

Resilient and responsible businesses

In today's dynamic business landscape, organizations must navigate a multitude of challenges and opportunities, from shifting economic conditions to evolving societal expectations. The CITBA JCU Singapore's research flagship aims to empower businesses with the knowledge and tools necessary to thrive in this environment while embracing responsible practices. Currently, CITBA is collaborating with Australian Chamber of Commerce and Singapore Institute of Directors to work on two critical studies: the Annual Business Sentiment report in Singapore and the Board Diversity Index of Singapore-listed Companies. Together, these projects provide valuable insights into the current business climate and underscore the importance of corporate responsibility and diversity.

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.

Marketing & International Business

Professor Alexander Josiassen

Marketing

PhD (Marketing), University of Melbourne, Australia
Master of Business Administration, Aarhus Business School, Denmark
Bachelor of Business Science, University of Southern Denmark

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

- Josiassen, A., Kock, F., & Norfelt, A. (2020). Tourism affinity and its effects on tourist and resident behavior. Journal of Travel Research, Early Cite: 10.1177/0047287520979682
- Kock, F., Josiassen, A., & Assaf, A. G. (2019). Toward a universal account of country-induced predispositions: Integrative framework and measurement of country-of-origin images and country emotions. Journal of International Marketing, 27(3), 43-59.
- Josiassen, A., Assaf, A., Woo, L., & Kock, F. (2015). The imagery-image model: Revisiting destination image. Journal of Travel Research, 55(6), 789-803.
- Assaf, A. G., Josiassen, A., Ratchford, B. T., & Barros, C. P. (2012). Internationalization and performance of retail firms: a Bayesian dynamic model. Journal of Retailing, 88(2), 191-205.
- Josiassen, A. (2011). Consumer disidentification and its effects on domestic product purchases: An empirical investigation in the Netherlands. Journal of Marketing, 75(2), 124-140.

Contact

- alexander.josiassen@jcu.edu.au

Further Information
JCU Research Profile

Marketing & International Business

Professor Adrian Kuah

Professor of Strategy and Sustainability
Head, Sustainability @ James Cook University

PhD (Business Administration), University of Manchester, UK
MBA (Strategic Management), University of Strathclyde, UK
BEng (Mechanical Engineering), Nanyang Technological University, SG FRSA
Fellowship of Royal Society of Arts, UK

Background

Professor Adrian Kuah FRSA is a distinguished leader in the fields of strategy and sustainability, where he sits on the Editorial Review Board of the Thunderbird International Business Review. He founded the Circular Economy and Sustainability program at JCU's Cairns Institute and heads Sustainability @JCU at the Singapore campus. With 30 years dedicated to environmental sustainability, his career spans continents, marked by notable achievements such as overseeing Singapore's groundbreaking $9 billion Deep Tunnel Sewerage System and conducting significant competitiveness, innovation, and service measurement research for the UK government. Throughout his tenure, he held faculty positions at esteemed institutions including Manchester, Bradford, Huddersfield, and Nottingham Trent universities.

Beyond academia, his influence extends to international policy-making and standardization efforts to promote world trade. He was a member of the National Committee for Circularity of Materials in Singapore (2021-23) and led its Delegation on ISO/TC 323 Circular Economy to several International Organization for Standardization (ISO) meetings. In 2024, he was appointed as an International Expert by the ISO to advance circular economy transition in developing countries. Other than policy impact, his scholarly impact is profound, evidenced by his authorship of nearly 100 papers and acquisition of research grants totaling more than AUD 1 million from institutions such as EPSRC, ESRC, Fonds Pacifique, Enterprise Singapore, DFAT and DETINI. His ongoing research earned him recognition as one of the top 2.5% circular economy researchers globally by ScholarGPS.

Professor Kuah is elevated to HDR Advisor Mentor with several areas of expertise. He supervises 6 doctoral candidates at JCU over the past few years, where two of them have successfully completed.

Areas of expertise

- Sustainability Strategy and Sustainable Development Goals
- International Business and Human Resource Management
- National Competitiveness

Impact of research

- Professor Kuah has been appointed to the National Mirror Committee on ISO/TC 323 Circular Economy, where he has represented Singapore's interest at the ISO Meetings over the last 6 years in Japan, Brazil and Rwanda to create the ISO 59000 Series. In 2024, he was appointed to the National Mirror Commitee on ISO/PC 343 Management of UN SDGs by Enterprise Singapore.
- Alongside the WTO, OECD, UNDP and ASEAN Secretariat, he was invited by the President of the Republic of Indonesia to discuss with 26 Heads of State and 1000 participants at the High-Level Forum on Multi-Stakeholders Partnerships (HLF MSP 2024) held in Bali Indonesia in Sep 2024 on developing pathway and policies for circular economy through standardization.

Top five publications

- Kim, C.H., Kuah, A.T.H. and Thirumaran, K. (2022) Morphology for circular economy business models in the electrical and electronic equipment sector of Singapore and South Korea: findings, implications, and future agenda. Sustainable Production and Consumption, 30, 829-850.
- Lai, N., Kuah, A.T.H., Kim, C.H. and Wong. K. (2022) Toward sustainable express deliveries for online shopping: reusing packaging materials through reverse logistics. Thunderbird International Business Review, 64, 351–362.
- De Silva, M., Wang, P., & Kuah, A. T. H. (2021). Why wouldn't green appeal drive purchase intention? Moderation effects of consumption values in the UK and China. Journal of Business Research, 122, 713-724.
- Kuah, A., & Wang, P. (2020). Circular economy and consumer acceptance: An exploratory study in East and Southeast Asia. Journal of Cleaner Production, 247, 119097.
- Hao, S., Kuah, A. T. H., Rudd, C. D., Wong, K. H., Lai, N. Y. G., Mao, J., & Liu, X. (2020). A circular economy approach to green energy: Wind turbine, waste, and material recovery. Science of The Total Environment, 702, 135054.

Contact

- adrian.kuah@jcu.edu.au

Further Information
JCU Research Profile

Marketing & International Business

Associate Professor Jacob Wood, GAICD

International Trade
Associate Dean of Research
Managing Editor: Journal of Tropical Futures

Graduate of the Australian Institute of Company Directors (GAICD)
PhD (International Trade), Sogang University, South Korea
Master of Management (Banking), Massey University, New Zealand
Bachelor of Commerce (Management), Bachelor Tourism, Otago University, New Zealand

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 nontariff barriers, intra-industry trade, and the WTO Dispute Settlement Mechanism and environmental economics. From these studies, he has been published in various outlets including the Science of the Total Environment, 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 Science of the Total Environment (H Index 244), Journal of Cleaner Production (H Index 173), Transportation Research Part D: Transport and theEnvironment (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

- Sikder, M Sikder, M., Wang, C., Rahman, M. M., Yeboah, F. K., Alola, A. A., & Wood, J. (2024). Green logistics and circular economy in alleviating CO2 emissions: Does waste generation and GDP growth matter in EU countries? Journal of Cleaner Production. 449, 141708
- Wang, C. Feng, X., Woo, S., Wood, J., & Yu, S. (2023). The Optimization of an EV Decommissioned Battery Recycling Network: A Third-Party Approach. Journal of Environmental Management. 348, 119299
- Sikder, M., Wang, C., Yao, X., Xu, H., Wu, L., KwameYeboah, F., Wood, J., Zhao, Y. & Dou, X. (2022). The integrated impact of GDP growth, industrialization, energy use, and urbanization on CO2 emissions in developing countries: Evidence from the panel ARDL approach, Science of the Total Environment. 837, 155795
- Wang, C., Zhao, Y., Wang, Y., Wood, J., Kim, C., & Li, Y. (2020). Transportation CO_2 emission decoupling: An assessment of the Eurasian logistics corridor. Transportation Research. Part D: Transport & Environment, 86, 102486.
- Wang, C., Wood, J., Wang, Y., Geng, X., & Long, X. (2020). CO_2 emission in transportation sector across 51 countries along the Belt and Road from 2000 to 2014. Journal of Cleaner Production, 263., 122000

Contact

- jacob.wood@jcu.edu.au

Further Information
JCU Research Profile

Marketing & International Business

Dr Nurhafihz Noor

Lecturer, Business

PhD (Marketing), University of Adelaide, Australia
Master of Science (Marketing), University College Dublin, Singapore
Bachelor of Business Administration (Marketing), National University of Singapore, Singapore

Background

Dr Hafihz is a Lecturer in Marketing at James Cook University Singapore with 10 years of industry experience. His research interests include services marketing, technology adoption, and Halal and hospitality. He has published over 30 academic articles, books, book chapters, industry reports, and newspaper contributions. He serves as an advisor for various organizations and an editorial board member of several journals.

His research publications include the European Journal of Marketing, Australasian Marketing Journal, Journal of Global Fashion Marketing, Journal of Islamic Marketing, Journal of Computer Information Systems, and Current Issues in Tourism.

He is familiar with both qualitative and quantitative research methods including systematic reviews, content analysis, conceptual frameworks, autoethnography, interviews, surveys, structural equation modeling, and scale development.

Areas of expertise

- Services Marketing
- Technology Adoption
- Halal and Hospitality

Impact of research

- Advance the transformative service research agenda on well-being.
- Develop new conceptual frameworks and empirical scales to guide and measure the effective use of emerging technologies.
- Provide a state-of-the-art understanding of consumer behaviour, technology adoption, and the halal ecosystem.

Top five publications

- Zainol, Z., Noor, N., & Tong, A. (2024). Faithful and luxurious: Mediating halal with luxury through self-congruity. Journal of Global Fashion Marketing, 15(4), 422–439. https://doi.org/10.1080/20932685.2024.2346841
- Noor, N. (2024). Technology acceptance model in halal industries: a systematic literature review and research agenda. Journal of Islamic Marketing. https://doi.org/10.1108/JIMA-02-2024-0077
- Noor, N., Rao Hill, S., & Troshani, I. (2022). Artificial Intelligence Service Agents: Role of Parasocial Relationship. The Journal of Computer Information Systems, 62(5), 1009–1023. https://doi.org/10.1080/08874417.2021.1962213
- Noor, N., Rao Hill, S., & Troshani, I. (2022). Developing a service quality scale for artificial intelligence service agents. European Journal of Marketing, 56(5), 1301–1336. https://doi.org/10.1108/EJM-09-2020-0672
- Noor, N., Rao Hill, S., & Troshani, I. (2022). Recasting Service Quality for AI-Based Service. Australasian Marketing Journal, 30(4), 297–312. https://doi.org/10.1177/18393349211005056

Contact

- nurhafihz.noor@jcu.edu.au

Further Information
JCU Research Profile

Marketing & International Business

Dr Yee Heng Tan

Senior Lecturer, Business

PhD (Marketing), Singapore Management University, Singapore
Bachelor of Business Management (Marketing/Psychology), Singapore Management University, Singapore

Background

Dr Tan is a Senior Lecturer in Marketing at James Cook University Singapore since 2024. His research interests include Digital Innovation, Virtual Influencers, New Media, Online Reputation, Social Networks, and Platform Development. He has published several articles, books and book chapters in various outlets including the Journal of Business Research, International Small Business Journal and Social Networks. Dr. Tan is an active member of the American Marketing Association and have worked with industry stakeholders through mentoring student-led clubs on consulting work within the Japanese industry.

Dr. Tan is trained in quantitative and qualitative research with a focus on marketing strategy. His background in both marketing and psychology has allowed him to tackle research questions using a variety of methodological approaches.

Prior to joining James Cook University in Singapore, Dr Tan worked in Japan for 8 years, where he held the position of Associate Professor of Marketing at Tokyo International University.

Areas of expertise

- Digital Innovation
- New Media
- User-generated Content
- Crowdfunding
- Reputation Spillovers and Virtual Influencers

Impact of research

- Dr Tan's research focuses on understanding phenomena that has a transformative potential in the field and has research published with reputable Scorpus Q1 Journals.
- Invited to dialogues and discussions with multiple delegates from CUHK Lee Woo Sing College, delegates from the Vietnam Embassy in Japan and delegates from Indonesia on topics such as Virtual YouTubers & Digital Marketing.
- Presented work in major conferences such as ISMS Marketing Science Conference.

Top five publications

- Tan Y.H. & Greene, B.R. (2025). Can a 2D shark girl be an influencer? Uncovering Prevailing archetypes in the Virtual Entertainer Industry. Journal of Business Research. 186, 114951.
- Tan Y.H. & Reddy, S.K. (2024). Sustainable funding for small businesses: An investigation into the dynamics of the recurring crowdfunding model. International Small Business Journal. 42(5), 641-669.
- Tan Y.H. & Reddy S.K. (2021). Crowdfunding digital platforms: Backer networks and their impact on project outcomes, Social Networks. 64, 158-172.
- Tan Y.H. & Reddy, S.K. (2020). Crowdfunding Platforms: Ecosystem and Evolution. Foundations & Trends in Marketing, ISBN: 978-1-68083-698-1.
- Tan Y.H. & Reddy S.K. (2019). Funding by the Masses: Crowdfunding Platforms and Their Disruption of Traditional Marketing Functions. In Parvatiyar, A. & Rajendra, S. (Eds) Handbook of Advances in Marketing in an Era of Disruptions, https://doi.org/10.4135/9789353287733.

Contact

- yeeheng.tan@jcu.edu.au

Further Information
JCU Research Profile

Marketing & International Business

Associate Professor Pengji Wang

Business and Marketing

PhD (Strategy and Policy), National University of Singapore, Singapore
MA (Industrial Economics), Nankai University, China
BA (Marketing), Nankai University, China
https://portfolio.jcu.edu.au/researchers/pengji.wang/

Background

Dr Wang Pengji is an Associate Professor in Business at James Cook University Singapore Campus. She obtained her PhD in Strategy and Policy at National University of Singapore. She has been teaching and doing research on digital marketing, sustainable marketing, strategy, and leadership of firms. She has published her research work in academic journals and books and served as the Associate Editor for Journal of Tropical Futures. She is also leading or involved in projects with various industry stakeholders, such as World Wildlife Fund, AustCham, Mandai group and Singapore Institute of Directors.

Being an active researcher, 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., Panel data regression, HLM, SEM, factor analysis, clustering analysis, and other quantitative approaches.) to address such issues. Her works have been published in Global Environmental Change, Journal of Business Research, International Business Review, Journal of Business Ethics, International Journal of Retail and Distribution Management, Journal of Cleaner Production, Corporate Governance: An International Review, etc

Dr Wang has supervised or is supervising several Higher Research Degree students on their projects on corporate social responsibility, digital marketing, branding, technology and human resource management, and circular economy.

Areas of expertise

- Corporate Governance and Corporate Social Responsibility
- Sustainable Marketing
- Digital Marketing
- Branding strategy of online shops
- International Business
- Technology and Human Resource Management

Impact on research section

- Dr Wang has had research cited in internationally recognized publication outlets. Her work on food waste has attracted media attention and she was interviewed and aired Seven News Townsville on the 15th June, 2021.
- Her book chapter on foreign direct investment and natural disaster was featured in an article " Natural disasters and FDI: Why preventive measures are crucial" by the Investment Monitor on 24 January, 2022.

Top five publications

- Chen, S., Wang, P. and Wood, J. (2024), Exploring the holistic nature of a multi-level retail brand: a scoping review, Journal of Product & Brand Management, Vol. ahead-of-print No. ahead-of-print.
- Wang, P., McCarthy, B., & Kapetanaki, A. B. (2021). To be ethical or to be good? The impact of 'Good Provider'and moral norms on food waste decisions in two countries. Global Environmental Change, 69, 102300.
- Wang, P., & McCarthy, B. (2020). What do people "like" on Facebook? Content marketing strategies used by retail bank brands in Australia and Singapore. Australasian Marketing Journal
- De Silva, M., Wang, P., & & Kuah, A.T. H. (2020). Why wouldn't green appeal drive purchase intention? Moderation effects of consumption values in the UK and China. Journal of Business Research, 122, 713-724.
- Wang, P., Yuan, L., & Wu, J. (2017) The joint effects of social identity and institutional pressures on audit quality: The case of the Chinese audit industry. International Business Review. 26(4), 666-682.

Contact

- pengji.wang@jcu.edu.au

Further Information
JCU Research Profile

Accounting & Finance

Dr Harun Harun

Business (Technology of governance: accounting and auditing)

Certified Practicing Accountant (CPA) Australia
PhD (Accounting), The University of Waikato, New Zealand
Master of Accounting, The University of Western Australia, Australia
Bachelor of Economics, Hasanuddin University, Indonesia

Background

Dr Harun accomplished his PhD from The University of Waikato, New Zealand in 2012. Prior to joining Singapore Business School at James Cook University, he was invited as a new PhD graduate academic by the ANU College of Asia and the Pacific at the Australian National University in 2012 for several months before joining the University of Canberra as an assistant professor in 2013.

Harun research contribution mainly focuses on technology of governance (accounting and auditing), sustainability, financial literacy, international reporting standards, business performance, public-private partnerships, and small and medium enterprises management and the future of business. His research projects include the first research grant initiative funded by the ASEAN Federation of Accountants research fund in 2017 and 2018 that aimed to understand the nature and key institutional challenges faced by small and medium enterprises in the ASEAN region and what roles the accounting profession can play to tackle these challenges in the future. Dr Harun is keen to maintain and enhance his research engagement through research collaboration as well as PhD supervision.

Harun has considerable experience in redesigning and developing curriculum and subject contents, convening and teaching accounting subjects in various countries including Australia, Hong Kong, and Indonesia. His teaching and research experience around technology of governance has provided opportunities for him to be invited as an external advisor and speaker to government and business leaders.

Areas of expertise

- Technology of governance (accounting, auditing, and business reporting)
- Public sector reforms including public health and higher education
- Sustainability of business
- Public-private partnerships
- Financial literacy

Impact of research

- Invited as one of world class scholars by Indonesian President whose research focuses on public sector governance in Indonesia (2019)
- An examiner of more than ten PhD thesis and supervising five PhD completions in 2022
- High citations in research papers focuses on technology of governance in the public and private sectors

Top five publications

- Harun H, Eggleton I and Locke S (2021) An integrated model of IPSAS institutionalization in Indonesia: a critical study. International Journal of Public Sector Management, 34 (2). pp. 155-170
- H. Harun, P Graham, HP Kamase and Monir Mir (2021), A Critical Analysis of the Impacts of Financial Literacy and NPM on Village Funds Initiative in Indonesia, International Journal of Public Administration 44 (4), 336-345,
- Erniaty, E and Harun Harun (2020), Understanding the impacts of NPM and proposed solutions to the healthcare system reforms in Indonesia: the case of BPJS, Health Policy and Planning (Oxford) 35 (3), 346-353
- Khan H, Bose S, Mollik A and Harun H (2021) "Green washing" or "authentic effort"? An empirical investigation of the quality of sustainability reporting by banks. Accounting, Auditing & Accountability Journal, 35 (9). pp. 338-369
- Harun, H., Van-Peursem, K. and Eggleton, I.R.C. (2015), "Indonesian public sector accounting reforms: dialogic aspirations a step too far?", Accounting, Auditing & Accountability Journal, Vol. 28 No. 5, pp. 706-738. https://doi.org/10.1108/AAAJ-12-2012-1182

Contact

- Harun.harun@jcu.edu.au

Further Information
JCU Research Profile

Accounting & Finance

Dr Kenny Tee

Business

PhD (Finance), University of North Texas, USA
MS (Finance), University of North Texas, USA

Background

Dr Kenny is a Senior Lecturer in Business at James Cook Univeristy (Singapore Campus). Prior to joining JCU, Dr Kenny worked in Zayed University in the United Arab Emirates. In addition to his academic career, he had accumulated broad industry experience as a fund manager and an analyst in Malaysia and USA.

Dr Kenny specializes in fintech, cryptocurrency, corporate finance, corporate social responsibility, executive compensation and corporate innovation. His work has been published in top-tier journals such as Technological Forecasting and Social Change, Finance Research Letters, International Finance, Accountancy Business and the Public Interest.

Dr Kenny welcomes prospective PhD candidates who are interested in corporate finance, fintech, and executive compensation.

Areas of expertise

- Fintech
- Cryptocurrency
- Corporate finance
- Corporate social responsibility
- Executive compensation
- Corporate innovation

Impact of research

- Using firm sample in China, Dr Kenny provides evidence for the network effects of a CEO for improving innovation efficiency.
- Provide support to the portfolio managers by documenting that investors' mood can be used as a signal to monitor the possible speculative activities in crypto market.
- Provide evidence that CEOs' risk-aversion incentive can be linked to better concurrent firm performance such as return on assets (ROA) and Market-to-Book Value (MTB) ratio. By contrast, the risk-taking incentive, as represented by CEO vega, has no significant impact on ROA, but has a significant impact on MTB ratio only among the group of CEOs with larger share ownerships.
- Using GCC commercial bank data as sample, Dr Kenny reveals that royal family exerts a positive influence over GCC commercial bank performance.
- Investigate the stock market reactions to dividend and earnings announcements for firms listed in the United Arab Emirates (UAE), where there is no tax on dividend income or capital gains. This tax-free setting allows us to examine the tax-based signalling hypothesis, which holds that a change in dividends does not offer important information when dividend income is not taxed.

Top five publications

- Tee, K., Chen, X., Hooy, CW. (2024), "The evolution of corporate social responsibility in China: Do political connection and ownership matter?", Global Finance Journal, Vol 60, 100941, https://doi.org/10.1016/j.gfj.2024.100941.
- Han, F., Tee, K., Hao, S., Xiong, R. (2024) "Does unfairness reduce efficiency? Within-industry CEO pay inequity and firm efficiency in China", Finance Research Letters, Vol 62, Part A, 105137, https://doi.org/10.1016/j.frl.2024.105137.
- Chen, X., Tee, K., Elnahass, M., Ahmed, R. (2023) "Assessing the environmental impacts of renewable energy sources: A case study on air pollution and carbon emissions in China", Journal of Environmental Management, Vol 345, 118525, https://doi.org/10.1016/j.jenvman.2023.118525.
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- Rubbaniy, G., Tee, K., Iren, P., Abdennadher, S. (2022) "Investors' mood and herd investing: a quantile-on-quantile regression explanation from crypto market", Finance Research Letters, https:// doi.org/10.1016/j.frl.2021.102585

Contact

- kenny.tee@jcu.edu.au

Further Information
JCU Research Profile

Accounting & Finance

Professor Emmanuel Adegbite

Governance and Management

Fellowship of the Higher Education Academy, Durham University, United Kingdom
Doctor of Philosophy (PhD), CASS Business School, City, University of London, United Kingdom
Master of Science, Birmingham Business School, University of Birmingham, United Kingdom
Bachelor of Science, Olabisi Onanbanjo University, Nigeria

Background

Emmanuel Adegbite is a visiting Professor of Governance and Management at James Cook University in 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 in the broad areas of corporate governance and corporate social responsibility.

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

- Zattoni, A.; Witt, M.A.; Judge, W.Q.; Talaulicar, T.; Chen, J.J.; Lewellyn, K.; Hu, H.; Gabrielsson, J.; Luis Rivas, J.; Puffer, S.; Shukla, D. Lopez; Adegbite, E; Fassin, Y.; Yamak, S.; Fainshmidt, S.; Van Ees, H. (2017), "Does board independence influence financial performance in IPO firms? The moderating role of the national business system", Journal of World Business (formerly Columbia JWB), Vol.52(5), pp. 628-639.
- Adegbite, E. (2015). Good corporate governance in Nigeria: Antecedents, propositions and peculiarities. International Business Review, 24(2), 319-330.
- Judge, W.Q., Wei Hu, H., Gabrielsson, J., Talaulicar, T., Witt, M.A., Zattoni, A., Lopez-Iturriaga, F., Chen, J., Shukla, D., Quttainah, M., Adegbite, E., Luis Rivas, J., & Kibler, B. (2015). Configurations of capacity for change in entrepreneurial threshold firms imprinting and strategic choice perspectives. Journal of Management Studies, 52(4), 506-530.
- Nakpodia, F. & Adegbite, E. (2018). Corporate governance and elites. Accounting Forum, 42, 17-31.
- Ashiru, F.; Adegbite, E.; Nakpodia, F. and Koporcic, N. (2022), "Relational governance mechanisms as enablers of dynamic capabilities in Nigerian SMEs during the COVID-19 crisis", Industrial Marketing Management, Vol.105 (2022), 18-32.

Contact

- emmanuel.adegbite@jcu.edu.au

Further Information
JCU Research Profile

Accounting & Finance

Associate Professor Chris Durden

Accounting

Chartered Accountant, Australia
PhD (Accounting), Massey University, New Zealand
Master of Business Studies (Accounting), Massey University, New Zealand
Post Graduate Diploma in Business Administration, Massey University, New Zealand
Bachelor of Business Studies (Economics), Massey University, New Zealand

Background

Dr Chris Durden is an Associate Professor of business at the JCU Singapore Business School. He has a PhD in Accountancy from Massey University in New Zealand, a research master's degree in Accountancy and an undergraduate degree in Economics.

Prior to commencing with JCU Singapore Chris held academic posts with JCU Australia, the University of Waikato, the University of Southern Queensland and Massey University.

He has published in a range of leading 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.

His primary teaching expertise is management accounting at both undergraduate and post graduate levels. Chris is a Chartered Accountant (CA) and prior to commencing an academic career worked in the oil and pharmaceutical industries, holding both accounting and operational roles. He holds dual Australian and New Zealand citizenship.

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

- Wilkinson, B. R., & Durden, C. H. (2015). Inducing structural change in academic accounting research. Critical Perspectives on Accounting, 26, 23-36.
- Siriwardane, H. P., & Durden, C. H. (2014). The communication skills of accountants: what we know and the gaps in our knowledge. Accounting Education, 23(2), 119-134.
- Harris, J., & Durden, C. (2012). Management accounting research: An analysis of recent themes and directions for the future. Journal of Applied Management Accounting Research, 10(2), 21-42.
- Durden, C., & Perera, H. (2010). Towards control using strategic navigation in turbulent organisational environments. International Journal of Accounting, Auditing and Performance Evaluation, 6(4), 397-421.
- Durden, C. (2008). Towards a socially responsible management control system. Accounting, Auditing & Accountability Journal, 21(5). 671-694.

Contact

- chris.durden@jcu.edu.au

Further Information
JCU Research Profile

Dr Nguyen Pham Thien Thanh

Business

PhD (Banking & Finance), Griffith University, Australia
MBanking & Finance, University of Economics, Vietnam
BBanking & Finance, University of Economics, Vietnam

Background

Dr Nguyen is a Lecturer in Business at James Cook University (Singapore Campus). She received her PhD in Banking and Finance from Griffith University, Australia in 2016. Before she joined JCUS, 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
- Energy economics

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

- Nguyen, Thanh; Nghiem, Son; Bhati, Abhishek Singh (2024) 'Risk-adjusted efficiency and innovation: an examination of systematic difference and convergence among BRIC banks'. Economic Systems, 48 (1).
- Nguyen T, Nghiem S and Tripe D (2021) Does oil price aggravate the impact of economic policy uncertainty on bank performance in India? Energy Economics, 104.
- Nguyen, T., Nghiem, S., Roca, E., & Sharma, P. (2016). Efficiency, innovation and competition: Evidence from Vietnam, China and India. Empirical Economics, 51(3), 1235-1259.
- Nguyen, T., Nghiem, S, Roca, E., & Sharma, P. (2016). Bank reforms and efficiency in Vietnamese banks: Evidence based on SFA and DEA. Applied Economics, 48(30), 2822-2835.
- Nguyen, T., Nghiem, S., & Roca, E. (2016). Management behaviour in Vietnamese commercial banks. Australian Economic Papers, 55(4), 345-367.

Contact

- nguyen.thanh@jcu.edu.au

Further Information
JCU Research Profile

Dr Tan Sook Rei

Economics

PhD (Economics), Nanyang Technological University, Singapore
BA (Economics), Nanyang Technological University, Singapore

Background

Dr. Tan Sook Rei, AFHEA, is a Lecturer in Economics at James Cook University (Singapore Campus). She received her PhD in Economics from Nanyang Technological University in 2019. Her research interests lie primarily in applied economics and international finance.

Dr. Tan's research specializes in international financial integration, with a particular focus on how a country's financial openness affects its economic stability and performance. Her work has been featured in several journals, including the International Review of Economics and Finance, the Journal of International Money and Finance, and the North American Journal of Economics and Finance.

Dr. Tan is currently seeking expressions of interest from potential PhD candidates who have research experience and interests in international finance, development economics, and tourism economics.

Areas of expertise

- International financial integration
- Economic openness
- Financial and economic spillover
- Emerging market economies

Impact of research

- Assess primary determinants of economic and financial spillover effects across countries.
- Conduct empirical research on the relationship between economic openness and macrofinancial stability of the emerging market economies.
- Examine the role of investor's heterogeneity and sentiment on the international stock market comovement.

Top publications

- Tan, S. R., Yeap, X. W., Li, C., Wang, W. S., & Chia, W. M. (2024). Determinants of international Economic Policy Uncertainty transmission: The role of economic openness. International Review of Economics & Finance, 95, 103467.
- Liu, J., Tan, S. R., & Chia, W. M. (2024). Exposure to Dollar, financial openness, and the heterogeneous impact of US monetary spillover. Journal of International Money and Finance, 143, 103070.
- Tan, S. R., Li, C., & Yeap, X. W. (2022). A time-varying copula approach for constructing a daily financial systemic stress index. The North American Journal of Economics and Finance, 63, 101821.
- Li, C., Tan, S. R., Ho, N., & Chia, W. M. (2022). Behavioral heterogeneity and financial crisis: The role of sentiment. Physica A: Statistical Mechanics and its Applications, 603, 127767.
- Tan, S. R., Wang, W. S., & Chia, W. M. (2020). International capital flows and extreme exchange market pressure: Evidence from emerging market economies. Open Economies Review, 1-28.

Contact

- sookrei.tan@jcu.edu.au

Further Information
JCU Research Profile

Accounting & Finance

Dr T. Y. Thong

Business

PhD (Finance), MBA, MSocSc (Economics), BA (Economics)

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 five publications

- Lee, K. W., & Thong, T. Y. (2023). Board gender diversity, firm performance and corporate financial distress risk: international evidence from tourism industry, 42(4), 530-550.
- Charoenwong, C., Ding, D. K., & Thong, T. Y. (2016). Decimalization, IPO aftermath, and liquidity. Review of Quantitative Finance and Accounting, 47(4), 1303-1344.
- Ang, J. S., Ding, D. K., & Thong, T. Y. (2013). Political connection and firm value. Asian Development Review, 30(2), 131-166.
- Krishnamurti, C., & Thong, T. Y. (2008). Lockup expiration, insider selling and bid–ask spreads. International Review of Economics & Finance, 17(2), 230-244.
- Lim, C. Y., Thong, T. Y., & Ding, D. K. (2008). Firm diversification and earnings management: evidence from seasoned equity offerings. Review of Quantitative Finance and Accounting, 30(1), 69-92.

Contact

- ty.thong@jcu.edu.au

Further Information

JCU Research Profile

Associate Professor Huiping Zhang

Finance

PhD (Finance), National University of Singapore, Singapore
Master of Management, Shandon University, China
Bachelor of Law, Shandon University, China

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
- Machine learning

Impact of research

- Dr. Zhang's research findings indicate that investors demand a higher rate of return as compensation for holding illiquid stocks, which has significant implications for corporate managers and policymakers. For corporate managers, enhancing stock liquidity can lower the cost of capital, making it easier and more cost-effective to raise funds for growth and investment. For policymakers and regulators, implementing reforms to improve the liquidity of financial assets could stimulate economic growth by reducing the hurdle rate for investment projects, encouraging more businesses to invest and expand.

Top five publications

- Feng, F., Kang, W., and Zhang, H. (2023), Liquidity shocks and the negative premium of liquidity volatility around the world, Journal of International Money and Finance 139, 102966
- Bai, M., Qin, Y., & Zhang, H. (2021) Stock price crashes in emerging markets. International Review of Economics & Finance, 72, 466-482.
- Lam, S. S., Zhang, H., & Zhang, W. (2020). Does policy instability matter for international equity markets? International Review of Finance, 20(1), 155-196.
- Kang, W., Li, N., & Zhang, H. (2019). Information uncertainty and the pricing of liquidity. Journal of Empirical Finance, 54, 77-96.
- Amihud, Y., Hameed, A., Kang, W., & Zhang, H. (2015). The illiquidity premium: International evidence. Journal of Financial Economics, 117(2), 350-368.

Contact

- huiping.zhang@jcu.edu.au

Further Information
JCU Research Profile

Dr Manisha Agarwal

Lecturer, Business

PhD (Managment and Commerce), James Cook University, Australia
Master of Arts (Psychology), DDU Gorakhpur University, India
Bachelor Arts, DDU Gorakhpur University, India

Background

Dr. Manisha Agarwal is working with Singapore campus of James Cook University (JCU) as a Lecturer in Business and Psychology programs. With the background in Psychology and PhD in Tourism, Dr Manisha takes on a multidisciplinary approach to deliver engaging and meaningful learning experiences for her undergraduate and post graduate students. Dr Manisha has demonstrated exceptional research output, with 6 peer-reviewed publications in reputable journals, including Current Issues in Tourism, Tourism Recreation Research and Asia Pacific Journal of Tourism Research. She is currently writing a book with Springer publication and editing a special issue of a scopus Q1 ABDC- B ranked journal. As a mentor, Dr Manisha has supervised many graduate students from both business and psychology programs fostering their development and demonstrating commitment to nurturing future researchers.

Areas of expertise

- Tourist Behaviour
- Repeat Tourism
- Tourist well-being and understanding of underlying psychological processes in tourists

Impact of research

- Dr Manisha's work, focusing on tourist behaviour, tourism management and post COVID travel has garnered more than 300 citations, indicating significant impact in the field. Notably, a recent paper from her PhD thesis was one of the 5 most read papers in 2023.

Top five publications

- Agarwal, M., Pearce, P. L., Oktadiana, H., Bhati, A. S., & Josiassen, A. (2023). Does the travel career pattern model work for repeat tourists? Tourism Recreation Research, 1-14. DOI: 10.1080/02508281.2023.2240181
- Bhati, A., Mohammadi, Z., Agarwal, M., Kamble, Z., & Donough-Tan, G. (2022). Post Covid-19: Cautious or Courageous Travel Behaviour? Asia Pacific Journal of Tourism Research, 27(6), 581-600. https://doi.org/10.1080/10941665.2022.2091944
- Bhati, A. S., & Agarwal, M. (2020). Vandalism control: perception of multi-stakeholder involvement in attraction management. Current Issues in Tourism, 1-7.
- Bhati, A. S., Mohammadi, Z., Agarwal, M., Kamble, Z., & Donough-Tan, G. (2020). Motivating or manipulating: the influence of health-protective behaviour and media engagement on post-COVID-19 travel. Current Issues in Tourism, 1-5.
- Oktadiana, H., Pearce, P. L., Pusiran, A. K., & Agarwal, M. (2017). Travel Career Patterns: The Motivations of Indonesian and Malaysian Muslim Tourists. Tourism Culture & Communication, 17(4), 231-248.

Contact

- manisha.agarwal@jcu.edu.au

Further Information
JCU Research Profile

Associate Professor K Thirumaran

Hospitality and Tourism Management

PhD, National University of Singapore, Singapore
MA, University of Wisconsin-Madison, USA
Graduate Studies, University of Iowa, USA
MA, Indiana State University, USA
BSc, & MA, Indiana State University, USA
Higher Education Teaching Certification, Harvard University, USA

Background

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, cultural and luxury tourism.

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 70 academic works and welcomes collaboration 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 in destination policy and planning
- Enabled students' capabilities through joint research and publications

Top publications

- Eijdenberg, E. L., Thirumaran, K., & Mohammadi, Z. (2024). Luxury hospitality revisited: A Cambodian perspective. Journal of Hospitality and Tourism Management, 58, 409-418.
- Thirumaran, K., Mohammadi, Z., Azzali, S., Eijdenberg, E. L., & Donough-Tan, G. (2023). Transformed landscapes, tourist sentiments: the place making narrative of a luxury heritage hotel in Singapore. Journal of Heritage Tourism, 18(2), 243–264.
- Thirumaran, K., Chawla, S., Dillon, R., & Sabharwal, J. K. (2021). Virtual pets want to travel: Engaging visitors, creating excitement. Tourism Management Perspectives, 39, 100859.
- Thirumaran, K and Eijdenberg, E. L. (2021). Conceptualising Destination Membership Cards for Elite Travellers. Zeitschrift für Tourismuswissenschaft. https://doi.org/10.1515/tw-2021-0001
- Thirumaran K and Raghav M (2017) Luxury tourism, emerging destinations: research review and trajectories. Asian Journal of Tourism Research, 2 (2), pp. 137 -159, DOI:10.12982/ AJTR.2017.0013
- Thirumaran K (2009) Renewing bonds in an age of Asian travel: Indian tourists in Bali. In: Asia On Tour: Exploring the Rise of Asian Tourism. Taylor & Francis, Abingdon, UK, pp. 127-137

Contact

- k.thirumaran@jcu.edu.au

Further Information
JCU Research Profile

Tourism & Hospitality

Dr Zilmiyah Kamble

Hospitality and Tourism Management

PhD (Tourism), Taylor's University, Malaysia
MSc (Hospitality Management), Leeds Beckett University, UK
BHM (Hotel Management), Bangalore University, India

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 advocates for socially sustainable tourism that involves community-based tourism, social equity, wellbeing and cultural preservation of host communities in tourist destinations, through her research.

Her diverse research interests include tourism planning, sociology of tourism, destination management, sustainable tourism, hospitality management and qualitative research methodology. She has published widely on research pertaining to social cultural impacts of tourism, tourism policy, development, governance and resilience. Dr Zilmiyah's research philosophical foundations 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), 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 18 years of 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 social sustainability, tourism planning, development and governance, sociology of tourism, niche tourism or hospitality management.

Areas of expertise

- Tourism planning and development
- Social sustainability in tourism
- Destination management
- Responsible 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

- Yap, J. Q. H., Kamble, Z., Kuah, A. T. H., & Tolkach, D. (2024). The impact of digitalisation and digitisation in museums on memory-making. Current Issues in Tourism, 27(16), 2538–2560. https://doi.org/10.1080/13683500.2024.2317912
- Sharma, R., Kamble, Z. & Yap, J. Q. H. (2024). Community-Based Tourism: Addressing Social Needs in Tropical Regions, In an, S.R., Jang, H., & Wood, J. (Eds.) Economic Growth and Development in the Tropics (1st ed.). Routledge, London, pp. 134-158 https://doi.org/10.4324/9781003349204
- Kamble, Z. (2022). Reflections of a Qualitative Researcher: Structuring a Qualitative Research Methodology–An Illustration from a PhD Thesis, In Okumus, F., Rasoolimanesh, S.M. and Jahani, S. (Ed.) Contemporary Research Methods in Hospitality and Tourism, Emerald Publishing Limited, Bingley, pp. 157-173. https://doi.org/10.1108/978-1-80117-546-320221011
- Bhati, A., Mohammadi, Z., Agarwal, M., Kamble, Z., & Donough-Tan, G. (2022). Post COVID-19: cautious or courageous travel behaviour?. Asia Pacific Journal of Tourism Research, 27(6), 581-600.
- Bhati, A. S., Mohammadi, Z., Agarwal, M., Kamble, Z., & Donough-Tan, G. (2020). Motivating or manipulating: The influence of health-protective behaviour and media engagement on post-COVID-19 travel. Current Issues in Tourism, Early Cite: 10.1080/13683500.2020.1819970.

Contact

- zilmiyah.kamble@jcu.edu.au

Further Information
JCU Research Profile

Dr Zohre Mohammadi

Senior Research Fellow, Tourism
FHEA

PhD (Tourism Management), Allameh Tabataba'i University, Iran
MA (Tourism Management-Marketing), Allameh Tabataba'i University, Iran

Background

Dr. Zohre Mohammadi is a Senior Research Fellow in Tourism at James Cook University (JCU), Singapore. She completed her PhD in Tourism in 2019 with a qualitative study exploring childhood travel experiences and motivations.

Dr. Mohammadi has a portfolio of publications in prestigious international journals and conferences, as well as contributions to several book chapters. She has served as a reviewer for academic journals and participated in scientific committees for conferences. A key strength in her work is her use of innovative qualitative methods.

Her research interests focus on tourism behavior and experiences, tourism marketing, and events and amenities for children, particularly in the context of emerging markets. In alignment with JCU's strategic objectives, Dr. Mohammadi has spearheaded projects aimed at supporting aquaculture small businesses in tropical regions through tourism initiatives. Her work aligns with two of JCU's key teaching and research themes: Industries and Economies in the Tropics and Peoples and Societies in the Tropics. Additionally, her research contributes to the advancement of several United Nations Sustainable Development Goals (SDGs), particularly Goals 4 (Quality Education), 8 (Decent Work and Economic Growth), and 11 (Sustainable Cities and Communities).

Looking ahead, Dr. Mohammadi aims to continue her cross-disciplinary, collaborative research approach. She is particularly interested in expanding livelihood projects and gaining a deeper understanding of how development scenarios, both desired and actual, intersect with environmental management and local livelihoods in tropical regions. Furthermore, she seeks to integrate international development experience into domestic research, recognizing the significant potential for applying global development frameworks to local contexts.

Areas of expertise

- Tourism behaviour
- Children in Tourism
- Tourism marketing
- New emerging markets
- Local communities

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
- Enhancing Understanding of Resilience Development in Rural Areas Through Aquaculture
- 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

- Ghaderi, Z., Bagheri, F., Mahmoodifard, F., & Mohammadi, Z. (2024). Exploring children's travel well-being through drawings. Anatolia, 1–17. https://doi.org/10.1080/13032917.2024.2404910
- Eijdenberg, E. L., Thirumaran, K., & Mohammadi, Z. (2024). Luxury hospitality revisited: A Cambodian perspective. Journal of Hospitality and Tourism Management, 58, 409-418. https://doi.org/10.1016/j.jhtm.2024.02.003
- Mohammadi, Z., Bhati, A. S., Radomskaya, V., & Josiassen, A. (2023). The influence of special dietary needs on tourist satisfaction and behavioral intention: Satisfiers or dissatisfiers?. Journal of Destination Marketing & Management, 27, 100759. https://doi.org/10.1016/j.jdmm.2022.100759
- Mohammadi, Z., Bhati, A., & Ng, E. (2023). 20 years of workplace diversity research in hospitality and tourism: a bibliometric analysis. Equality, Diversity and Inclusion: An International Journal. 42(4), 551-571. https://doi.org/10.1108/EDI-02-2022-0046
- Xu, D., Chen, T., Pearce, J., Mohammadi, Z., & Pearce, P. L. (2021). Reaching audiences through travel vlogs: The perspective of involvement. Tourism Management, 86, 104326. https://doi.org/10.1016/j.tourman.2021.104326

Contact

- zohre.mohammadi@jcu.edu.au

Further Information
JCU Research Profile

Management & Human Resources

Professor Eddy Ng

Organisational Behaviour

Doctor of Philosophy (PhD), McMaster University, Canada
Master of Business Administration, Simon Fraser University, Canada
Bachelor of Commerce, The University of British Columbia, Canada

Background

Professor Ng's research focuses on managing diversity for organizational competitiveness, career issues in the workplace, and managing across generations. His work has been funded by the Social Sciences and Humanities Research Council of Canada grants. He has published and edited 6 books and more than 90 peer-reviewed journal articles and monographs. He research has been featured in popular media outlets in Canada and the US such as the CBC, the Globe and Mail, the Financial Post, ABC News, CBS News, BBC Worklife, NPR, Vox, and the Wall Street Journal. He is the Editor-in-Chief of Equality, Diversity and Inclusion and iCo-Editor of Personnel Review. He is also the Division Chair for the Gender and Diversity in Organizations division of the Academy of Management.

Areas of expertise

- Human Resource Management
- Equity and Diversity
- Managing Across Generations

Impact of research

- Contributed to the Dubai Future Foundation 'The Global 50' Report on Future Opportunities and Empowering Youth and Future Generations on ideas surrounding flipping the career ladder.
- Represented the Standards Council of Canada on the International Organization for Standardization (ISO)/International Electrotechnical Commission (IEC) Joint Strategic Advisory Group in developing gender responsive safety standards.
- Served as an Expert Panelist for the Global Diversity, Equity and Inclusion Benchmarking (GDEIB), Center for Global Inclusion.
- Established the Generational Career Shift Project, a SSHRC funded collaboration with Sean Lyons (University of Guelph) and Linda Schweitzer (Carleton University), which 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

- Ng, E.S., Sears, G.J., & Arnold, K.A. (2024). Who does diversity better? The role of servant leaders in promoting diversity management across public and private sector organizations. Public Administration Quarterly.
- Ng, E., Shen, W., Lewis, A., & Bonner, R. (2024). Critical issues facing Asian Americans and Pacific Islanders (AAPIs) in organizations and society. American Behavioral Scientist.
- Dahms, S., Kingkaew, S., & S Ng, E. (2022). The effects of top management team national diversity and institutional uncertainty on subsidiary CSR focus. Journal of Business Ethics, 177(3), 699-715.
- Metz, I., Stamper, C. L., & Ng, E. (2022). Feeling included and excluded in organizations: The role of human and social capital. Journal of Business Research, 142, 122-137.
- Ng, E. S., & Sears. G. (2020). Walking the talk on diversity: CEO beliefs, moral values, and the implementation of workplace diversity practices. Journal of Business Ethics, 164(3), 437-450.

Contact

- eddy.ng@jcu.edu.au

Further Information
JCU Research Profile

Associate Professor Caroline Wong

Business

PhD (International Business), Australian National University, Australia
GCert Higher Education, University of Queensland, Australia MBA, Australian National University, Australia
BA, National University of Singapore, Singapore
SFHEA (Senior Fellow of the Higher Education Academy)

Background

Dr. Caroline Wong is the Associate Dean for Learning and Teaching and Associate Professor Business at the James Cook University in 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 research in knowledge management (KM) takes on a multi-disciplinary approach that critically examines knowledge flows within and across various industries in Singapore & beyond. Her recent publications bring to fore tropical issues relating to sustainable urban planning and economic growth, consumer purchase behavior, urbanization and well-being of aging population, urban farming & waste management that brought about thought leadership in the industry. These publications have implications for government policies and practices, social impact and business practices and governance. Her earlier works on Singapore as a knowledge-based city and its transition from a technology hub to a culture hub and smart city continue to be cited by researchers. Her research interest also extends into the scholarship of teaching and learning with research that explores ways of effectively engaging first-year experience students and post-graduate students in their learning. She had collaborated with colleagues from other Australian higher education institutions to examine the impact of work-based/service-based learning on global citizenship. This research was conducted through an Office of Learning & Teaching (OLT) Strategic grant. The project had resulted in book chapters and journal publication.
https://research.jcu.edu.au/portfolio/caroline.wong
https://orcid.org/0000-0002-0860-0540

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).

Areas of expertise

- Smart and Creative Cities
- Knowledge Management
- Cultural Industries

Impact of research

- Dr Wong's research has had a notable impact on both business and government sectors, particularly in the following key aspects: Urban Planning and Sustainability: Knowledge Economy and Policy Impact; Influence on Global Business Leaders; Academic Impact and Recognition, Education and Skills Development.

Top five publications

- Roe, J., Thirumaran, K., Wong, C. and Mohammadi, Z. (2024). Exploring the intersection of religious festivals and tourism approaches: A scoping review. International Journal of Tourism Anthropology. doi: 10.1504/IJTA.2024.10063781
- Tan, S.R., Wood, J., Jang, H.J., Wong, C. and Li, C.T. (2024). Tourism-induced growth and quality of life: the Singapore story. Asia-Pacific Economic Literature. doi.org/10.1111/apel.12413
- Tan, K.-L., Hii, I.S.H., Lim, X.-J. and Wong, C.Y.L. (2023). Enhancing purchase intentions among young consumers in a live-streaming shopping environment using relational bonds: Are there differences between "buyers" and "non-buyers"? Asia Pacific Journal of Marketing and Logistics, Vol. ahead-of-print No. ahead-of-print. https://doi.org/10.1108/APJML-01-2023-0048
- Thirumaran K, Eijdenberg E and Wong C (2023). A scoping review of luxury yachting and wellness: Study trends and research prospects. Worldwide Hospitality and Tourism Themes, DOI:10.1108/WHATT-03-2023-0049
- Azzali S, Yew A, Wong C and Chaiechi T (2022) Silver cities: planning for an ageing population in Singapore. An urban planning policy case study of Kampung Admiralty. ArchNet-IJAR, 16 (2). pp. 281-306

Contact

- caroline.wong@jcu.edu.au

Further Information
JCU Research Profile

Mr Lance Andrew DuBos

Lecturer | James Cook University in Singapore

JD, Tulane University, New Orleans, USA
Bachelor of Science in Business and Economics (Finance), Lehigh University, USA
Higher Education Teaching Certificate, HarvardX, USA

Background

Mr DuBos is an Associate Lecturer in Law at James Cook University Singapore. His research interests include Dispute Resolution, Corporate Governance, and Teaching Practice in the international education field. He has published several articles, and a book chapter in various outlets including the Journal. Mr DuBos is an active member of the Society of Mediation Professionals and Singapore International Mediation Institute.

Prior to joining James Cook University in Singapore, Mr DuBos practiced law in the United States and taught for numerous U.S. and Australian universities, including Chaminade University, University of South Florida, Western Michigan University, Embry-Riddle Aeronautical University Asia, and Federation University.

Areas of expertise

- Business Law
- Mediation
- Legal Education

Impact of research

- Mr DuBos' research focuses on legal education, dispute resolution and he has contributed to book chapters and articles across a variety of business disciplines.

Top publications

- Selvaraj, R., Xuan Dam, M., DuBos, L., Jang, H., Thirumaran, K. (2021). A Political Economy Perspective: Attracting Foreign Direct Investments into Sri Lanka and Vietnam. In: Azzali, S., Thirumaran, K. (eds) Tropical Constrained Environments and Sustainable Adaptations. Managing the Asian Century. Springer, Singapore. https://doi.org/10.1007/978-981-33-4631-4_9
- Lim, W., Tan, K., Tan, S., Hii, I., DuBos, L., Cham, T. (2023). How enhancing hospitality employees' challenge appraisals towards STAARA improves individual competitive productivity? A two-wave study examining the roles of transformational leadership and self-determination theory.
- Tan, K., Sim, A., Ho, J., DuBos, L., Cham, T. (2023) Unlocking the Secrets of Miri Country Music Festival in Malaysia: A Moderated-Mediation Model Examining the Power of FOMO, Flow, and Festival Satisfaction in Driving Revisiting Intentions.
- Noor, N., DuBos, L., Tan, S.R. & Tan, K.L. (Forthcoming). Multidisciplinary perspectives from academics on the use of AI in business subjects. In Rudolph, J., Popenici, S., Ismail, F., Tan, S. (Eds.), AI in Higher Education Handbook. Edward Elgar.

Contact

- lance.dubos@jcu.edu.au

Further Information
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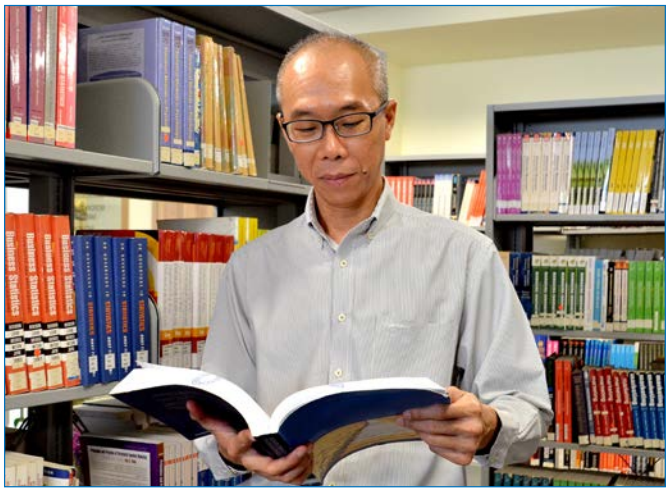

Dr Tang Chun Meng

Business

PhD (Management)
MBA
MSc (Business Information Systems and Education)
BSc (Business Information Systems)
Certified Supply Chain Professional (CSCP)
Certified in Logistics, Transportation and Distribution (CLTD)
Certified in Planning and Inventory Management (CPIM)
Lean Six Sigma Black Belt
PRINCE2 Practitioner
Project Management Professional (PMP)

Background

Dr Tang has been teaching business information systems (IS) and management courses at the undergraduate and postgraduate levels for nearly two decades. He teaches operations management, supply chain management, and project management at James Cook University in Singapore. He continues to keep abreast of the latest developments in the fields to enhance learning delivery. He also has many years of experience supervising undergraduate and postgraduate students in their dissertations.

Dr Tang founded the Operations and Supply Chain Management Club at James Cook University in Singapore. His interest in operations and supply chain management led him to organise field trips for students to various businesses. He also supervised student teams working on real-world, industry-related projects, such as applying statistical process control to chocolate manufacture and reusing coffee powder waste for earthworm farming. He also mentored student teams that won awards at the annual Project Management Institute Singapore (PMI) poster competitions.

Dr Tang has been actively conducting research into the impact and applications of digital technology in education, including topics such as digital literacy, learning management systems, and learning environments. He has received research grants, published journal papers, conference papers, and book chapters, as well as edited various books.

Dr Tang invites research topics on digital technology applications in education, 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

- Tang C. M., & Bradshaw, A. (2020). Instant messaging or face-to-face? How choice of communication medium affects team collaboration environments. E-Learning and Digital Media, 17(2), 111-130.
- Chaw, L. Y., & Tang, C. M. (2019). Driving high inclination to complete massive open online courses (MOOCs): Motivation and engagement factors for learners. Electronic Journal of e-Learning, 17(2), 118-130.
- Chaw, L. Y., & Tang, C. M. (2019). Online accommodation booking: What information matters the most to users? Information Technology & Tourism, 21(3), 369-390.
- Tang, C. M., & Marthandan, G. (2011). An analytical model to measure IS-enabled organizational effectiveness. International Journal of Enterprise Information Systems, 7(2), 50-65.
- Marthandan, G., & Tang, C. M. (2010). Information technology evaluation: Issues and challenges. Journal of Systems and Information Technology, 12(1), 37-55.

Contact

- chunmeng.tang@jcu.edu.au

Further Information
JCU Research Profile

Management & Human Resources

Dr Kim Lim, TAN

Lecturer | James Cook University in Singapore

PhD (Management), Curtin University, Australia
MBA, University of Melbourne, Australia

Background

Dr Kim Lim, TAN received his PhD at Curtin University Australia. Investigating the principles of human resource development and management, Dr Tan's research interests lie primarily in contemporary issues such as on future of work, employee attitudes, and employee behaviours. He also investigates consumer behaviour across different contexts, such as technology adoption, hospitality, and panic buying behaviour. Dr Tan has published in different journals, including the British Food Journal, European Business Review, and the Asia Pacific Journal of Marketing and Logistics. He also sits on the editorial committee of the Asia Journal of Business Research, Journal of Global Responsibilities, and Journal of Responsible Tourism Management. At the same time, he is an accredited professional member of the Singapore Human Resource Institute and the Society of Industrial and Organisational Psychology.

Before joining James Cook University in Singapore, Dr Tan was a human resource practitioner in the public sector for more than ten years and was involved in operational and strategic work. After that, he pursued his academic passion where he held positions in Curtin University in Malaysia and BNU-HKBU United International College in China.

Areas of expertise

- Human resource management
- Industrial/organizational psychology
- Consumer behaviour

Impact of research

- Dr Tan received the "Young Researcher Award" from Emerald Publishing for the Asia region. His works are cited in internationally recognized publication outlets. He is also involved in several research projects with local government and organizations, such as the Tripartite Alliance of Fair and Progressive Practices and the Far East Hospitality Group. At the same time, Dr Tan's research also spans regionally to China's state-owned enterprises and Malaysia. Additionally, he has been invited as a keynote speaker at conferences where he shared his perspective on manpower issues. His research has helped business leaders and policymakers identify areas to adopt to improve the workforce.

Top five publications

- Tan, K.-L., Loganathan, S. R., Pidani, R. R., Yeap, P.-F., Ng, D. W. L., Chong, N. T. S., Liow, M. L. S., Cheong, K. C.-K., & Yeo, M. M. L. (2024). Embracing imperfections: a predictive analysis of factors alleviating adult leaders' digital learning stress on Singapore's lifelong learning journey. Human Resource Development International, 1-22. https://doi.org/10.1080/13678868.2024.2389029
- Tan, K.-L., Hofman, P. S., Noor, N., Tan, S.-R., Hii, I. S. H., & Cham, T.-H. (2024). Does artificial intelligence improve hospitality employees' individual competitive productivity? A time-lagged moderated-mediation model involving job crafting and meaningful work. Current Issues in Tourism, 1-18. https://doi.org/10.1080/13683500.2024.2391114
- Tan, K.-L., Hii, I. S. H., Huang, Y., & Yan, Y. (2024). Reducing dishonest disclosures during expense reimbursement: investigating the predictive power of the technology acceptance model with a corporate governance perspective. Journal of Accounting & Organizational Change. https://doi.org/10.1108/jaoc-01-2023-0019
- Tan, K.-L., Gim, G., Hii, I., & Zhu, W. (2023). STARA fight or flight: A two-wave time-lagged study of challenge and hindrance appraisal of STARA awareness on basic psychological needs and individual competitiveness productivity among hospitality employees. Current Issues in Tourism. https://doi.org/10.1080/13683500.2023.2224550
- Tan, K.-L., Sim, A. K. S., & Donohue, T. (2022). To predict and to explain: a multigroup analysis of gender on job and family satisfaction among hospitality employees. Gender in Management: An International Journal 37(7), 891-911. https://doi.org/10.1108/GM-06-2021-0173

Contact

- kimlim.tan@jcu.edu.au

Further Information
JCU Research Profile

Professor Peter S. Hofman

Professor, Business | James Cook University in Singapore

PhD (Management & Governance), University of Twente, the Netherlands
MBA, University of Twente, the Netherlands
MA (Political Science), University of Amsterdam, the Netherlands

Background

Professor Hofman's research broadly covers business-government-society interaction in the areas of sustainability and innovation from a policy as well as business perspective. He has published numerous articles, books, book chapters and reports on corporate social responsibility in Europe and China, eco-innovation along supply chains, energy transition, governance of sustainable innovation, technology transfer and sustainable business strategies in academic journals such as Business & Society, Business Strategy and the Environment, Management and Organization Review, Asia Pacific Journal of Management, International Journal of Human Resource Management, Annals of Operation Research, Thunderbird International Business Review, Journal of Cleaner Production, Energy Policy, Technology Analysis and Strategic Management, and Innovation: Management, Policy and Practice. Prof Hofman is on the editorial board of Asian Business & Management.

Professor Hofman has successfully led research grants in the areas of corporate social responsibility and human resource management, eco-innovation in Chinese firms, and finance mechanisms for diffusion of clean technologies. He received grants from the Dutch National Scientific Council for research on system innovation in the energy sector, was involved in European Union funded projects on innovation and environmental management, and supported provincial efforts toward developing a roadmap for low carbon futures.

Professor Hofman previously was a co-director at Cyclus consultancy and a consultant for various international and local firms in the Netherlands in the areas of cleaner production, environmental management and corporate social responsibility. His consulting experience ranges from manufacturing industry to construction, education and healthcare. He also was involved in the evaluation of various technology policy programmes and environmental policy programmes of the Ministries of Economic Affairs and Environmental Affairs in the Netherlands and was an advisor to the National Energy Council of the Netherlands.

Areas of expertise

- Corporate Social Responsibility
- Corporate Governance
- Energy Transition
- Eco-Innovation
- Sustainability Strategies in Industry
- Family Business
- Sociotechnical Scenarios

Impact of research

- Evaluation of pollution prevention projects informed government policy related to effective support mechanisms for cleaner production in industry in the Netherlands
- As an international member of a policy study on Corporate Social Responsibility for Green Development for the China Council for International Cooperation on Environment and Development provided policy advice on building knowledge and practice on Corporate Social Responsibility in Chinese firms
- Provided policy advice on environment-oriented technology policy for the Ministries of Economic and Environmental Affairs in the Netherlands
- Developed long-term sociotechnical scenarios for energy transition that provided input to technology roadmapping by Provinces in the Netherlands
- Co-developed a methodology for developing sociotechnical scenarios which has been used as a basis for further work on system innovation to sustainability by researchers and is widely cited.

Top five publications

- Hofman, P.S., Blome, C., Schleper, M.C., and Subramanian N. (2020) Supply Chain Collaboration and Eco-Innovations: An Institutional Perspective from China. Business Strategy and the Environment, 29 (6), 2734-2754. https://onlinelibrary.wiley.com/doi/full/10.1002/bse.2532
- Hofman, P.S., Moon, J. and Wu, B. (2017) Corporate Social Responsibility Under Authoritarian Capitalism: Dynamics and Prospects of State-Led and Society-Driven CSR. Business & Society, 56(5), 651–671. https://journals.sagepub.com/doi/abs/10.1177/0007650315623014
- Hofman, P.S., and Newman. A. (2014) The Impact of Perceived Corporate Social Responsibility on Organizational Commitment and the Moderating Role of Collectivism and Masculinity: Evidence from China. The International Journal of Human Resource Management, 25(5), 631-652. https://www.tandfonline.com/doi/full/10.1080/09585192.2013.792861
- Deng, Z., P.S. Hofman and A. Newman (2013) Ownership concentration and product innovation in Chinese private SMEs. Asia Pacific Journal of Management 30(3), 717-734. https://link.springer.com/article/10.1007/s10490-012-9301-0
- Hofman, P.S. and B. Elzen (2010) Exploring System Innovation in the Electricity System through Sociotechnical Scenarios. Technology Analysis and Strategic Management 22(6), 657-670. https://www.tandfonline.com/doi/full/10.1080/09537325.2010.496282

Contact

- peter.hofman@jcu.edu.au

Further Information
JCU Research Profile

Management & Human Resources

Dr Ratna Devi Pillai

Lecturer, Business | James Cook University in Singapore

PhD (Management), James Cook University, Australia
Graduate Certificate in Research Methods, JCU Singapore
Master of Business Administration (Finance) and Master of Human Resource Development, Webster University, USA
Certificate in Association of Chartered Certified Accountants Singapore
Bachelor of Arts (Economics), National University of Singapore

Background

Ratna is a Lecturer in the School of Business at James Cook University Singapore. Her research interests include Corporate Social Responsibility and Governance, Skills-Based Volunteering, and Employee Engagement. Her earlier study is in the Thunderbird International Business Review, and her two studies from her PhD thesis were presented at the Academy of Management (AOM) Conferences, which were published in the AOM Proceedings Journal. Ratna also volunteers her time and skills for non-profit organisations in an advisory role.

For over ten years, Ratna was an adjunct lecturer at James Cook University Singapore and other institutes of higher learning. Prior to teaching, she worked for a few years as an internal auditor with United Overseas Bank Group in Singapore.

Areas of expertise

- Organisational Behavior and Management

Impact of research

- Ratna's research focuses on employee engagement and skills development, and has peer-reviewed manuscripts in this domain for top journals such as the Academy of Management, California Management Review and European Academy of Management.

Top publications

- Pillai, RD., Wang, P., & THK, Adrian. (2022). Unlocking corporate social responsibility in smaller firms: Compliance, conviction, burden, or opportunity? Thunderbird International Business Review, 64(6), 627-646
- Pillai, RD., Wang, P., & THK, Adrian. (2023). Corporate Volunteering and Employee Engagement: Bringing Externalities to the Workplace. Academy of Management Proceedings. Vol. 2023. No. 1.https://doi.org/10.5465/AMPROC.2023.11730abstract
- Pillai, RD., Wang, P., & THK, Adrian (2024). Value Co-Creation Through Skills-Based Volunteering. Academy of Management Proceedings. Vol. 2024. No. 1: https://doi.org/10.5465/AMPROC.2024.18008abstract

Contact

- ratna.devi@jcu.edu.au

Further Information
JCU Research Profile

JAMES COOK UNIVERSITY
SINGAPORE

JAMES COOK UNIVERSITY
SINGAPORE

JAMES COOK
UNIVERSITY
SINGAPORE

Your Local Representative:

James Cook University

149 Sims Drive, Singapore 387380

T +65 6709 3888 | F +65 6709 3889 | E admissions-singapore@jcu.edu.au | W www.jcu.edu.sg

@jcu.singapore.fanpage | **@jcusingaporevideo** | **@jcusingapore** | **@James Cook University (Singapore Campus)** | **@jcusingapore**

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