

Professor Margaret A Abernethy
Dean

*Endorsed for inclusion
in PBC papers —
Margaret Abernethy
2/3/04*



MEMORANDUM

TO: Chair
Planning and Budget Committee

FROM: Professor Margaret Abernethy
Dean, Faculty of Economics and Commerce

DATE: 17 February 2004

SUBJECT: Three Positions for Professors in the Faculty of Economics and Commerce

Please find attached three requests from the Faculty of Economics and Commerce regarding Professorial positions.


One of these is to fill the Chair in Asian Business and Economics which was a key element of the University of Melbourne's Strategic Plan for 2003 – 2007. As outlined in Attachment A, the filling of this chair promises to lead the Faculty's efforts in developing a multi-disciplinary 'thin-tank' capability in Asian Business and Economics building on existing strengths and developing new research strengths where necessary.

The second is from the Department of Management and is to create a new chair in Management. The new Chair would add to the depth and diversity of management research and teaching that exists within the department. (see Attachment B)

The third is a new Chair of Marketing within the Department of Management. Due to Marketing's growth and its expected transition into its own independent department, more professors will be needed over the next few years. (see Attachment C)

As well as there being a strong academic case for these decisions, they are well within the scope of the Faculties budget outlook. The Faculty is planning for increases in budget over the next few years, partly due to rising fee income revenue and partly due to rising student numbers, for example in the Master of Business Information Technology.

I therefore recommend the Planning and Budget Committee endorse these three recommendations.


Margaret A Abernethy
Dean

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Proposal for the Establishment of a Chair in Asian Business and Economics

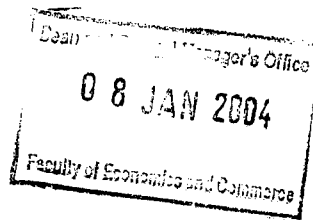
A key element of the University of Melbourne's Strategic Plan for the 2003-2007 period is the positioning of the University as an internationally significant centre for the study of Asia. Over the past 4 years the Faculty of Economics and Commerce has developed a strong focus on Asian business and economics. In the Department of Economics, the Asian Economics Centre focuses on the Asian economies and economic relations with these countries. In the Department of Management, the Australian Centre for International Business (ACIB) brings together core expertise on business and the business environment in Asia and Australia-Asia business relations. Areas of particular focus for ACIB are China, Japan and Southeast Asia. The Department of Finance and the Department of Accounting and Business Information Systems have developed research strength in Asian Capital Markets and financial regulation and governance.

The Faculty through ACIB and the Asian Economics Centre is a partner with, the Asian Law Centre, the Melbourne Institute for Asian Languages and Societies (MIALS) and the Asialink Centre in the Melbourne Asia Policy Papers series which promises to put the University at the forefront of the debate on Asia.

The Faculty would now like to take the next step in developing a leading international reputation in Asian business and economics by establishing a Chair in Asian Business and Economics. The successful candidate for the Chair would be an internationally leading scholar in Asian Business and Economics. As well the candidate would have the capability to lead the Faculty's efforts in developing a multi-disciplinary 'think-tank' capability in Asian Business and Economics building on existing strengths and developing new research strengths where necessary. It is envisaged that this would be a Faculty Chair and that the successful candidate would be housed in the appropriate department by mutual agreement. The Faculty would share the funding of the Chair with the department in which the Chair is based. Faculty funding for the Chair would be for 5 years.

Upon appointment external funding would be sought for both the Chair and the Faculty's initiatives in Asian Business and Economics.

The Faculty will allocate \$167,000 pa for the next 5 years for this purpose.



DEPARTMENT OF MANAGEMENT

TO: Professor Maggie Abernethy
Dean of the Faculty of Economics and Commerce

FROM: Professor Danny Samson

DATE: January 7, 2004

RE: **New Chair in Management**

Dear Professor Abernethy,

I write to propose a new Chair of Management within the Department of Management. The Department of Management currently has professors who specialize in Marketing, Human Resources Management, Operations Management and Organisational Studies. Marketing will likely be developed into an independent department, leaving us with three professors. We also intend to activate the Chair of Business Strategy that was created last year. We do not intend to refill the professorial position that was held by Professor Nicholas in the short term.

We are in need of further senior staff such as this position to take on important leadership roles in directing and mentoring research activities, and in undertaking important roles such as Head of Department.

The area of specialization within management for this new chair should preferably be one that complements those of existing professors, and adds to the depth and diversity of management research and teaching that exists within the department. We would hope to attract the best available candidate, across the many and various sub-fields of Management.

The department can fund this new position at Professor level. We have grown significantly in the past 3 years and expect this growth to continue and be reflected in our future income stream. We expect our student numbers to increase significantly in the next 3 years and have made numerous appointments at levels B and C this year as part of our growth.

I would be very grateful if you would consider this proposal and if you approve, we present it to Faculty Executive and then Planning and Budgets Committee.

Sincerely

A handwritten signature in black ink, appearing to read "Danny Samson".

Professor Danny Samson

Head of the Department of Management

Attachment C



THE UNIVERSITY OF
MELBOURNE

DEPARTMENT OF MANAGEMENT

TO: Professors Abernethy and Samson
FROM: Professor Robert Widing
DATE: February 17, 2004
RE: **New Chair in Marketing**

Dear Professors Abernethy and Samson,

I write to propose a new Chair of Marketing within the Department of Management. The Faculty currently has one Professor who specializes in Marketing. Due to Marketing's growth and its expected transition into its own independent department, we will likely require at least two, if not three professors over the next few years. Marketing currently has about 400 full-time equivalent students and forecasts predict 12 or 13 research and teaching staff in 2005, with up to 15 staff members in 2006/7 (see the Marketing Strategic Plan for projections through 2005).

Marketing, therefore, is in need of additional professorial staff to take up leadership roles in research, PhD supervision, junior staff mentoring, and in helping to lead the marketing area to Departmental status.

The new professor may specialize in any number of areas within the marketing discipline, including consumer behavior, marketing strategy, international marketing, managerial marketing, advertising and promotions, brand and product management, market research, electronic marketing, channels of distribution, services marketing, retailing, industrial marketing, and/or sales management. We would attempt to attract the best available candidate regardless of area of interest.

The Department of Management, through the contributions made by the marketing area, can fund an additional Professor. An independent marketing department should, therefore, also be able to fund this position.

I would be very grateful if you would consider this proposal and, if you approve, we present it to Faculty Executive. I have also attached a draft of the position description.

Yours sincerely,

Professor Robert Widing

Chair in Marketing