

School	Project	Project Description	Type of research activities to be undertaken by student	Research period proposed dates	Supervisors
Accountancy	The rise of external Cloud Computing services: accountability implications for financial and accounting data	The increasing use of external Cloud Computing (CC) services by Australian organisations presents significant new cost saving and innovative service opportunities. However, moving the control of financial and accounting data beyond the boundaries of the organisation poses serious data access and security risks, and legal and accountability concerns. This important pilot project examines CC services through the lens of financial and accounting services. It will identify the major CC vendors offering services for this functional area, and case study organisations currently using these services.	Two stages of data collection will be undertaken by the student. The first stage consists of targeted academic journal article searches. The second stage will search and record archived content of The Australian (the weekly IT section) newspaper according to a prescribed format for analysis.	28 November to 23 December (4 weeks) 9 January to 20 January (2 weeks)	Ogan Yigitbasoglu Rouhshl Low Kim MacKenzie
Accountancy	Does the "cockroach" theory apply to management earnings warnings in Australia?	This project involves an empirically examination of how managers of listed companies respond when faced with a likely downturn in earnings in the forthcoming annual report. The "cockroach" theory argues that managers "drip feed" bad news to the markets prior to the earnings announcement date. That is, where there is one earnings downgrade (like cockroaches) there are more to follow. While analysts, investment bankers and other capital market participants often argue that such a theory applies in practice, it has not been empirically tested in Australia.	The student will be required to undertake a literature review, extend and extract data from an existing database, and undertake some basic statistical analysis (under supervision).	The student will be required to work 2-3 days per week for six weeks during (approximately) the following dates: 21 November – 23 December (4 weeks) 10 January – 21 January (2 weeks)	Prof. Gerry Gallery Dr Amedeo Pugliese
Accountancy	Measuring director dynamics in the boardroom	The objective of this research is to look at the key aspect of the board's work, the board meeting, to better understand how boards work. In contrast to many earlier studies of the board, this is an observational study of the processes and interactions occurring in the board room. To do this we have developed research techniques, instruments, and data collection protocols to allow for large-scale collection of data on director behaviour in the boardroom. The data can then be used to better understand the decision making process and assess the board's impact on firm performance and other outcome measures. At this stage participants from two organisations have been video recorded during routine board meetings. Each director has also completed surveys and taken part in an interview process to assess their boardroom behaviours. The project is now in the data analysis and interpretation stage.	As we are at the analysis stage the priority is on coding of observational video data using innovative software. The student will be trained in the use of Observer XT and asked to code selected behaviours in each board meeting.	21 Nov 2011 – 15 Dec 2011 and 9 Jan. 2012 – 3 Feb. 2012	Gavin Nicholson
Advertising, Marketing and Public Relations	Breast cancer screening attitudes: Understanding 45 – 50 year old women	The BreastScreen Queensland (BSQ) Program's specifically targets women aged 50 to 69 year olds as this is the age group where the benefits of participating in screening is greatest. However, with women in their forties and over 70 years are also eligible to attend but are a secondary target market. BSQ has a new focus of marketing its breast cancer screening services as the provider of choice and wish to include well women 45-49 years in the primary target market who are either new to the service; may be at higher risk of breast cancer; who wish to participate; or they may have participated once and not returned on the recommended two-yearly basis. Including this age group (45-49) requires potentially different marketing approaches and thus BSQ is keen to work with QUT to greater understand this market. The purpose of this project is to undertake four focus groups with twenty women aged 45 – 49 years in different SES areas of Brisbane, to identify attitudes towards breast cancer screening, perceptions of BSQ as a service provider and motivators/drivers for undertaking regular two-yearly breast screens.	<ul style="list-style-type: none"> Assist in developing focus group guide Research focus groups Note-taking Powerpoint report of key responses Presentation of findings to BSQ staff 	5 December – 23 December 2011 9 January - and 10 February 2012	Prof Rebekah Russell-Bennett Nadia Zainuddin
Advertising, Marketing and Public Relations	QUTopia data analysis	QUTopia is a simulation within AMB240 Marketing Planning and Management which involves students developing a new product, marketing this product to their classmates at two marketdays and then analysing their business outcomes. A range of scholarly research has been undertaken on QUTopia and this project fits into the overall research program of the unit. The VRES project consists of analysing data collected on QUTopia over the past ten semesters and creating reports. These reports will provide information to be used in journal articles as well as be used by future students for decision-making. Examples of the analysis are: Industry profitability and ROI and Consumer market segments.	<ul style="list-style-type: none"> Categorising data Basic descriptive analysis Creating graphs and charts Interpreting data Report writing 	21 November 2011 and 7 January 2012	Prof Rebekah Russell-Bennett
Advertising, Marketing and Public Relations	Benchmarks and best practice for annual reports in not-for-profit community organisations	Annual reports are important tools for all organisations. Annual reports are a mechanism for organisations to meet a range of regulatory and legal obligations, particularly around corporate governance and financial reporting. The annual report provides a key opportunity for organisations to connect with a range of stakeholders sharing the organisation's vision, goals, and values. The annual report documents an organisation's achievements and activities for the year, while charting a course for the future. For not-for-profit community organisations, the need for transparency and accountability, along with the need to increase connection with and commitment from a broad range of stakeholders is increasingly important. The project will focus on the communication aspects of the annual report, gathering and analysing samples from the not-for-	<ul style="list-style-type: none"> Sourcing and collating literature (journal articles, best practice guidelines, benchmark studies) to contribute to literature Use of EndNote to record literature Sourcing and collating samples of annual reports in not-for-profit community organisations using online search, telephone and email enquiries Drafting criteria and approach to analyse samples Analysing samples 	21 November to 16 December 2011 9 January to 3 February 2012	Ingrid Larkin
Advertising, Marketing and Public Relations	Exploring Ritualistic consumer behavior in the of Post-Christmas Sales	In essence, shopping is perceived as a national sport, a recreational pursuit born of a consumer culture that maintains conspicuous consumption, frivolous spending and demand for instant gratification. Post Christmas (Boxing Day Sales) could be considered a consumption ritual that aligns with Rook's (1985) ritual experience of an episodic string of events, a sequence of events and repetition over time. The aim of this project is to engage a high performing student in the first stages of a research project, namely an extensive literature review around the topic of ritualistic and impulsive shopping behaviour. Expected outcomes of this project would lead to one (1) journal publication in 2012.	The student will be required to complete an extensive 4000 word literature review in relation to consumer behaviour, specifically, self-gifting, hedonism, ritualistic consumer behaviour, compensatory (sacrifice) behaviour.	8 Week program Between 21/11/ 2011 – 23/12/2011 (5 weeks) and 3/1/2012 – 27/1/2012 (3 weeks)* *1 week out for annual leave.	Dr Gary Mortimer
Economics & Finance	Accelerating Corporate Innovation: The Role Of Executive Compensation	Despite the importance of innovation in fostering corporate success, economic growth and social welfare, companies are often criticized for their disproportionately focus on short-term results at the expense of long-term investments. While companies understand its importance, the payoff from innovation is highly uncertain and long term, and the probability of failure is non-trivial. In this project, we aim to investigate whether executive compensation schemes (e.g. cash, shares, long-term options, and golden parachutes) affect the level and quality of corporate innovation and, if so, how. Specifically, we propose that a compensation contract that is structured in the long-term interest of the shareholders and which does not penalise short term failure, encourages investment in innovation. Our measures of corporate innovation will be developed from the NBER patents	Literature review, data collection and measurement.	8 weeks, in the months of December and January	Peter Verhoeven Janice How Uwe Dulleck
Economics & Finance	Comparison of Real Salaries of University Academics in Australia, 2011-2010	The project compares changes in the real salaries of university academics in Australia from 2001 to 2010. The aim of the project is twofold. First, to access the changes of real salaries between pre and post wage-bargaining period by selected benchmark years. Second, to determine if real income have been diverging or converging over the period 2011-2010. The primary data required are academic salaries which are drawn from each university's enterprise bargaining agreement. The data is currently saved in excel but not yet organised for empirical analysis. Data setup will be labour intensive but challenging to first time researchers.	<ol style="list-style-type: none"> Meticulous sifting and identification of relevant data. Data entry into excel spreadsheet. 	1 December 2011 - 31 January 2012	Boon Lee
Economics & Finance	Experimenting with Affirmative Action	The project builds upon earlier work by Kidd et al (2008) modelling the impact of affirmative action (AA) using experimental methods. The current proposal will extend the earlier work by relaxing the theoretical structure of Coate and Loury's seminal work on AA. The types of questions addressed are critically important from a public policy perspective. What impact does 'favouritism' have on the favoured group's behaviour? What impact on investment behaviour do employment quotas have? You (the student) will be involved in designing and conducting the experiment as well as a first analysis of the data. The project can from a good basis for pursuing an Honours degree in the future.	Design of experiment, collection of experimental data, data analysis.	6 weeks	Michael Kidd Uwe Dulleck

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Economics & Finance	Experimenting with experimental economics	Experimental economics at the QBS is on the move with new equipment and new software. This new setup has to be brought up and tested with a number of test runs and small pre-test studies. The goal is to see where the infrastructure needs to be improved to run full blown research projects. This project offers a quick glimpse at the experimental method and allows to see some of the experiments from the behavioural economics research frontier in action. Background reading on all experiments conducted or tested will be provided and further study will be actively supported. Thus, the project is ideal to deepen the understanding of behavioural economics and human decision making.	Extend or develop and test small experimental projects with guidance from the supervisors and literature. Procedures and computer scripts have to be adjusted and documented; knowledge in IT is recommended.	5 December - 27 January	Markus Schaffner Jonas Fooker
Economics & Finance	Linking Inequity Aversion to Risk Aversion	This project is will test a theory that uses Fehr and Schmidt's (1999) and Bolton and Ockenfels' (2000) models of other-regarding preferences to explain risk aversion. Under the assumption of a constant reference point when people make their decisions, this theory can explain experimentally observed levels of risk aversion with utility function that assumes constant marginal utility. We thus can explain risk aversion in economic experiments even though many scholars would argue that given the size of payments to wealth levels of subjects, risk neutrality should prevail. In this research project an experiment will be carried out that combines a method to measure the strength of other regarding preferences with an established method of measuring risk aversion (Holt and Laury 2002, 2005) to confirm or falsify the proposed explanation of risk averse behaviour. You (the student) will be involved in designing and conducting the experiment as well as a first analysis of the data. Along the way, you will learn about modern behavioural theory and the methods to test these theories. The project can form a good basis for pursuing an Honours degree in the future.	Design of experiment, collection of experimental data, data analysis. To a limited extent, theoretical modelling.	flexible	Uwe Dulleck Jonas Fooker
Economics & Finance	Nobel Prizes and the Structure of the committee	The project explores whether the structure of the noble Prize committee members has an impact on the choice who gets the noble prize. For example, when the psychologist Daniel Kahneman received the Nobel Prize in the economics a psychologist was part of the committee. The aim is to explore various fields.	* Localized all the Nobel Prize winner * Collect data on the members of the committee for all the years (data is available). * Basic descriptive analysis with STATA (help will be provided).	Discuss with supervisor	Benno Torgler
Economics & Finance	Biases in the publication Process	The project explores whether journal editors/editorial board members ask or expect authors to cite papers/articles from the same journal and whether they are more likely to refer to their own work. Empirically, this process is challenging. As an indirect way the project compares the reference list of working papers with the published article versions. Working papers archives such as RePEc/IDEAS provide the opportunity to get access to working papers that were published in the last couple of years. The project will explore the determinants of doing such strategies focusing on the profile of the editors and co-editors and what kind of authors are more likely to do such activities. In addition, the project explores to what extent authors are "pleasing" the editors and co-editors ex ante through looking at the working paper versions.	* Collect journal and working paper data * Compare the reference lists between journal articles and working papers * Collect data on the profile of editors, coeditors, editorial board members authors.	Discuss with supervisor	Benno Torgler
Economics & Finance	Creativity and Performance	The project explores how long it takes for highly creative people to reach world-class performance levels. We will therefore focus on artists, scientists or chess masters. Herbert Simon (1983) points out that most of the "aha!" experiences that have been reported in the literature of creativity happened only to people who possess the appropriate knowledge referring also to Pasteur who stressed that inspiration comes only to the prepared mind. It is therefore important to explore the performance development of such outstanding humans. Some studies, e.g., stress that hardly any person is able to produce world-class performances without having first put in at least ten years of intensive learning and practice.	* Classify highly creative people in different environments * Collect data on the performance of such top achievers over time. * Literature search and review of key papers in this area.	Discuss with supervisor	Benno Torgler
Economics & Finance	The impact on house prices due to clearing a forest patch - A hedonic property price approach	The study will investigate the impact on house prices when forest tree cover is removed from the given area. Two sites are examined - one site where tree cover has been removed and another site close by where tree cover/forest remains intact. The hypothesis is that houses close to a forest fetch a higher price than those areas where trees have been removed and replaced with houses. For this purpose an area surrounding the Karawatha State forest within the Brisbane City Council (BCC) are selected where during the last ten years some forest cover has been removed for property development while some forest cover has been preserved through the BCC bushland levy. In order to conduct the study the necessary area maps will be obtained from the Department of Environment and Resource Management (QLD). RP DATA will be used to obtain sales prices of properties sold and house characteristics. Socio-economic data will be obtained from the 2006 ABS census data. Google map data will be used to measure the distance to neighbourhood amenities such as schools, supermarkets and recreational parks. The QUT library subscribes to the RPdata Database, which can be accessed by staff (e.g. supervisors) and research students. Other data sources are freely available.	The student will collect the necessary house and neighbourhood data from RP data, ABS (2006) census data and from Google Maps. The student will collect data from 1000+ properties sold during the last 10 years which will represent the two sites mentioned above. The necessary data has to be extracted manually. Hence, the request for funding to undertake this study. The student is expected to use this data set for his honours thesis.	21 November, 2011 to February 6, 2012.	Boon Lee Cleo Wilson
Economics & Finance	Underwriter switching	In issuing securities to the capital market, firms often rely on the advice and intermediation services of the underwriter whom they have dealt with in the past. The literature establishes that there are economic benefits to firms for being "loyal" to the underwriter. Some of these benefits include lower underpricing at the follow-on offering and lower underwriting fees. In this project, we aim to analyse the rationale(s) for Australian firms' decision to displace the underwriter they had at the IPO when they return to the market for an SEO. The development of an Australian underwriter displacement model is partly motivated by several unique characteristics that exist in the Australian market setting, some of which are detailed in How and Yeo (2000, Journal of Auditing, Accounting and Finance). First, security offerings are typically underwritten on a "standby agreement", which imposes higher risk to underwriters in Australia vis-à-vis underwriters in the US. This differential risk exposure may impact on the probability of underwriter displacement in the US and Australia differently. Second, the wider dispersion in the Australian underwriting fees relative to those in the US allows us to test more effectively whether the underwriting fee charged at the IPO is related to the probability of underwriter displacement.	Literature review and data collection	8 weeks, in the months of December and January	Janice How Peter Verhoeven
Economics & Finance	Subjective perception of performance	The project will consist of assistance in developing and conducting an experiment to assess the different factors leading to subjective biases in perception of performance. The experiment will elicit subjective performance judgments from participants presented as videos of events with uncertain but performance based outcomes. This study follows research of Lionel Page published in the Journal of Economic Behavior and Organization (JEB) on the bias affecting performance evaluation when the evaluation is subjective.	The student will select and edit videos from the database, and conduct the experiments, recruiting participants and assist them to answer the questions.	5 December - 27 January 2012	Lionel Page Markus Schaffner

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Management	What's your poison ? The perceived advantages of e-mail over social media to improve workplace collaboration	<p>An essential challenge for organizations wishing to overcome informational silos is to implement mechanisms that facilitate, encourage and sustain interactions between otherwise disconnected groups.</p> <p>Social media technologies (SMT) have the capacity to allow interaction between individuals regardless of their affiliation or geographical dispersion. Despite this the uptake of social media for collaboration within organisations remains poor, with many workers indicating a preference for "traditional" communication approaches such as e-mail or phone.</p> <p>This project will examine the challenges faced by individuals in dispersed teams in adopting social media such as Yammer, Dropbox and Google+ by two groups formed to provide different work outcomes.</p> <p>It is intended that the resulting paper will be an essential starting point for any organization looking at the use of social media technologies for the explicit aim of connecting otherwise disparate and isolated groups.</p>	<p>Submit a completed paper to "Australasian Journal of Educational Technology" (ERA rank B; Impact factor 1.2). Specific tasks undertaken to complete this will include:</p> <ol style="list-style-type: none"> 1. Revision of an earlier theoretical conference paper 2. Conduct of semi-structured interviews with 2 groups using the QUT social media Yammer site (approx 10-12 interviews) 3. Analysis & write-up with Dr Murphy of the paper 4. Submission of the paper to the journal. <p>Successful submission within the timeframe of the scholarship will guarantee 2nd authorship on the paper</p>	Will require 8 weeks to complete – exact dates can be determined by the student and their availability	Glen Murphy
Advertising, Marketing and Public Relations	Consumer memory for brands in crisis	The project will investigate consumer memory for brands involved in crisis. An experimental design will be employed to test the extent to which consumers correctly remember brands that are directly implicated in a crisis, compared to similar competitor brands that are not directly implicated (i.e., crisis spill-over effects). The study will serve as an applied test of theoretical ideas from the memory literature, and will also contribute to our understanding of the impact of crisis in the marketplace.	The project would suit a third year student who is looking to build experience in experimental research design. The successful student will primarily be responsible for recruiting respondents and supervising experimental research sessions. The student will get exposure to how experimental stimuli are developed and implemented, and ways in which data can be coded and analysed.	The research period for this project is flexible, but will likely run from around the beginning of December 2011 until January 2012.	Dr Clinton Weeks Dr Amisha Mehta