



Centre for Scholarship and Research Update

February 2023

The **Centre for Scholarship and Research** (based at the UBSS Melbourne CBD Campus) was established in 2021 to assist with the further development of the culture of scholarship across UBSS and GCA. The charter is –

- Provide **monthly updates** on scholarship and research activity at UBSS and GCA – the most recent updates are available at –

September 2021 - <https://www.ubss.edu.au/media/3021/csr-update-september-2021.pdf>

October 2021 – <https://www.ubss.edu.au/media/3199/csr-update-october-2021.pdf>

November 2021 – <https://www.ubss.edu.au/media/3256/csr-update-november-2021.pdf>

December 2021 – <https://www.ubss.edu.au/media/3337/csr-update-december-2021.pdf>

January 2022 – <https://www.ubss.edu.au/media/3643/csr-update-january-2022.pdf>

February 2022 - <https://www.ubss.edu.au/media/3716/csr-update-february-2022.pdf>

March 2022 - <https://www.ubss.edu.au/media/3779/csr-update-march-2022.pdf>

April 2022 - <https://www.ubss.edu.au/media/3816/csr-update-april-2022.pdf>

May 2022 - <https://www.ubss.edu.au/media/3883/csr-update-may-2022.pdf>

June 2022 – <https://www.ubss.edu.au/media/3943/csr-update-june-2022.pdf>

July 2022 - <https://www.ubss.edu.au/media/3988/csr-update-july-2022.pdf>

August 2022 - <https://www.ubss.edu.au/media/4032/csr-update-augsut-2022.pdf>

September 2022 - <https://www.ubss.edu.au/media/4098/csr-update-september-2022-1.pdf>

October 2022 - <https://www.ubss.edu.au/media/4182/csr-update-october-2022.pdf>

November 2022 - <https://www.ubss.edu.au/media/4242/csr-update-november-2022.pdf>

December 2022 - <https://www.ubss.edu.au/media/4273/csr-update-december-2022.pdf>

January 2023 - <https://www.ubss.edu.au/media/4507/csr-update-january-2023.pdf>

- Provide **regular input** on scholarship and research activity for daily bulletin, weekly bulletin and message from the dean publications;
- **Biannually harvest scholarship activity** using the Boyer template *customized by Professor Whateley* for UBSS use – the most recent version (2021) published in January 2022 is available at - <https://www.ubss.edu.au/media/3611/capturing-scholarship-at-ubss-2021.pdf>
- **Monitor the scholarship commitment** made to TEQSA in 2021/2022 – see https://www.ubss.edu.au/media/3773/scholarship-and-staffing-at-ubss_.pdf
- Provide the **leadership and encouragement** for UBSS staff to publish regularly as well as fulfil the other elements of scholarship agreed to.

Our commitment as per dot point #1 is to provide a monthly summary of UBSS/GCA scholarship activity (this month: 20 entries from 11 different scholars, and 22 hits) in this important domain – this is again impressive.

Scholars	February hits	
	All	CSR
Greg Whateley	9	9
Tom O'Connor	2	2
Art Phillips	2	2
Andy West	2	2
Suthera Atawongsa	1	
Ian Bofinger	1	1
Angus Hooke	1	1
Natasha Jacques	1	
Isaac Lee	1	
Jim Mienczakowski	1	1
Richard Xi	1	1
Total	22	19

This has been another good month of activity.

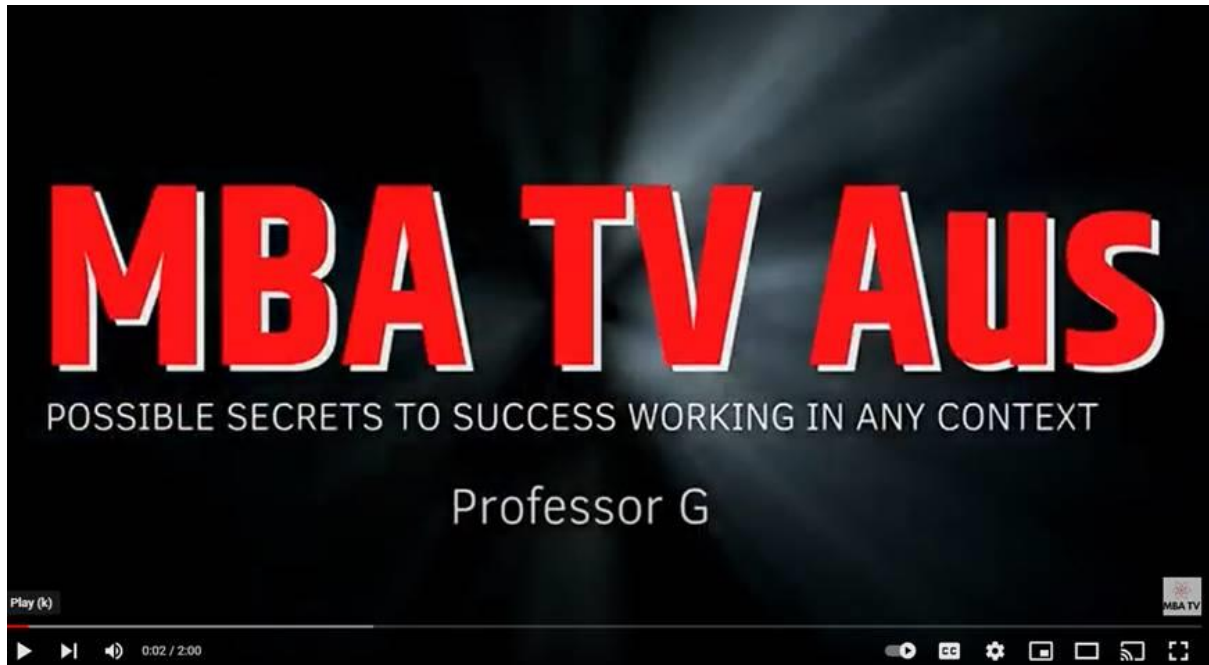
Our CSR Fellows continue to make a very valuable contribution to the profile and output – 8 Fellows with 19 of the hits.

Scholarship Highlights in February

- 01 CSR Greg on: *Possible secrets to success working in any context*
- 02 CSR Gus on: *CSR Update January 2022*
- 03 CSR Greg on: *Out of the woods? – Campus Review*
- 04 CSR Jim and Greg on: *The commonwealth privateers*
- 05 CSR Sutheera on: *Technology – A new reality*
- 06 CSR Richard on: *New reality – new way of life*
- 07 CSR Andy on: *Graduate Outcomes Survey 2012-2022 Report*
- 08 CSR Greg on: *The Assignment marking bot*
- 09 CSR Art on: *Performance at the Italian Night* (live music and film)
- 10 CSR Tom on: *ChatGPT a two-way conversation*
- 11 CSR Greg & Anwar on: *Developing a culture of scholarship* (Paper)
- 12 CSR Greg on: *Developing a culture of scholarship* (Presentation)
- 13 CSR Natasha on: *Enthusiasm to return to campus*
- 14 CSR Greg on: *UBSS Snapshot*
- 15 CSR Tom on: *A colourful new reality*
- 16 CSR Issac and Ian on: *Maximizing the economic investment in physical campus spaces*
- 17 CSR Andy West on: *The new reality of generative AI in higher education*
- 18 CSR Greg on: *Transformational leadership*
- 19 CSR Greg and the UBSS Team on: *UBSS Annual Report 2022*
- 20 CSR Art on: *Best of positive*
- 21 CSR Greg on: *Student to Staff Ratio (SSR)*

01 **CSR** Greg on: Possible secrets to success working in any context

Congratulations to **Greg** on his recent (01.02.2023) *MBA TV AUS* segment – **Possible secrets to success working in any context** –



The full recording is available at - <https://www.youtube.com/watch?v=w6xiCD-OKRU>

All MBA TV AUS recordings are produced by **James Manly**

02 CSR Gus on: CSR Update December 2022

Congratulations to **Gus** on another excellent monthly update from the *Centre for Scholarship and Research* (January 2023) –



Our commitment as per dot point #1 is to provide a monthly summary of UBSS/GCA scholarship activity (this month: 21 entries from 15 different contributors, and 26 hits) in this important domain – this is again impressive.

Scholars	January hits
Greg Whateley	7
Angus Hooke	3
Ashok Chanda	2
Art Phillips	2
Jim Mienczakowski	2
Daniel Bendell	1
John Edwards	1
Cyril Jankoff	1
Anurag Kanwar	1
Yega Muthu	1
Tom O'Connor	1
Gensheng Shen	1
Michael Wladkowski	1
Richard Xi	1
IT team	1
Total	26

This has been another very good month of activity.

Our CSR Fellows continue to make a very valuable contribution to the profile and output – 11 Fellows with 21 of the hits.

Scholarship Highlights in January

- 01 CSR Yega on: *Mental health law: A practical guide*
- 02 CSR Gus on: *CSR Update December 2022*
- 03 CSR Danny on: *Adopting or adapting to the times*
- 04 CSR Greg on: *The importance of heeding advice*
- 05 CSR John on: *The effect of entrepreneurial strategy-making on B2B sales performance*
- 06 CSR Richard and Gensheng on: *Some impacts of the COVID-19 Pandemic on cross cultural behaviours and ways of life*
- 07 CSR Anurag and Greg on: *Wellbeing and safety management at UBSS (v4)*
- 08 CSR Michael on: *What is the plan going forward?*
- 09 CSR Tom on: *Wework therefore We-*
- 10 CSR Gus on: *Primary energy markets – hydro*
- 11 CSR Art on: *ICT and career paths*
- 12 CSR Art on: *ICT, digital subscriptions and cyber security*
- 13 CSR Jim and Greg on: *The assignment marking bot?*
- 14 CSR Gus and Greg on: *Post-COVID Reflections on Unit Content, Delivery, Assessment and Student Engagement*
- 15 CSR Cyril on: *Reliance Procurement and Contracting Academy*
- 16 CSR Jim and Greg: *The assignment marking bot – the next step in the new reality*
- 17 CSR Ashok on: *Strategic plan for Adelaide campus*
- 18 CSR IT team at UBSS on: *How to use the UBSS Lecture Studio*
- 19 CSR Ashok on: *ChatGPT – A Disruption in the education sector*
- 20 CSR Greg on: *Travels with the greying digital nomad – an Italian adventure*
- 21 CSR Greg on: *Digital nomads and their emergence in the new reality*

The full report is available at - <https://www.ubss.edu.au/media/4507/csr-update-january-2023.pdf>

03 CSR Greg on: Out of the woods? – Campus Review

Congratulations to **Greg** on his recent article – **Campus Review** Magazine Volume 33, Issue 1, January-February 2023, p24 – **Out of the woods?**



The issue of the article is – Why returning to campus is not a good option in the new reality



Richard Joffe, Getty Images/Chris Kautz

Out of the woods?

Why returning to campus is not a good option in the new reality.

By Greg Whittlesey

There is much talk in both the media and dispatches from government agencies about the idea of mandating the return of students to campus – in fact a number of providers (both public and private) have attempted such a thing – with varying success.

The practice is essentially doomed and is most certainly fraught with potentially dangerous outcomes.

The COVID-19 pandemic – spoiler alert – is not over.

In fact, there are more cases of COVID-19 (and its various strains) now than ever before – the potential for infection – particularly enhanced by large groupings in small spaces – is ever-present.

There is little doubt that the new paradigm of online learning forced upon the sector is not suited to all students and all institutions.

My own Institution, however, has 95 per cent of students wishing to stay on line – so clearly that is a pronounced preference.

At one of our campuses the statistic is actually 100 per cent.

Grade distributions, Student Feedback on Units (SFUS), and QILT outcomes – all the measurable elements – have remained high and consistent despite the years of the pandemic and the shift away from on campus, face to face teaching.

This is not the case for many – our universities are some of the worst performing providers presumably largely due to their inability to get their heads around teaching in the online space, lack of investment in teaching technology and their preference for research.

This has been highlighted in the most recent QILT outcomes. With that said, the logical approach would be a voluntary return to campus – not an imposed one.

The hybrid option – students deciding on either online or face to face – seems to be the most logical mode in the new reality.

There are ample examples of quality providers being able to operate effectively in this mode – this should be allowed – or rather encouraged rather than dismissed across the board.

There is an inherent threat and danger in forcing students back on campus and into classrooms.

66 The COVID-19 pandemic – spoiler alert – is not over.

Both the New South Wales and Victorian health authorities have warned against the practice heading into the 2023 winter – new strains will run rampant.

Crowds need to be discouraged – especially in face to face longer sessions (2-3 hours) and the wearing of masks should be mandated if this practice cannot be avoided.

The practice has disaster written all over it. Clearly this suggestion of getting back on campus for all is poorly thought through – arguably irresponsible. Options are required.

Quite recently a cruise ship pulled into harbour with hundreds of infected passengers on board. High rise CBD campuses (not unlike my own Institution) have light control limitations. Windows that cannot be opened, classrooms that are contained and limited in access – all breeding grounds for infection and spread.

The new reality suggests that students should have the choice.

Recent surveys at my Institution stress safety and flexibility as being the basis for the preference to stay on line. Forcing students to 'come aboard' is irresponsible and inappropriate – giving them a genuine option is a better mindset.

On reflection – with the new reality – hybrid appears to be the logical progression certainly in 2023/24.

Give students the opportunity to return to face to face should they choose to do so – but at the same time give students the opportunity to remain online should they choose to do that.

This seems to be a more logical and thought through alternative to a potentially disastrous mandate.

The very notion of mandating a return to campus is flawed and should be discouraged. A sensible, balanced approach putting the true well-being of the forefront of the discussion (in place of real estate and retail issues) is by far a better solution. A mandated return to campus is not a good option in the new reality.

Emeritus Professor Greg Whittlesey is Deputy Vice Chancellor and Vice President (Academic) at Group Colleges Australia.

04 CSR Jim and Greg on: The commonwealth privateers

Congratulations to **Jim** and **Greg** on their recent blog (03.02.2023) – **The commonwealth privateers** -

03 Feb 2023



Share



The commonwealth privateers



It's a bit like one of those Christmas cracker riddles. In the UK it might be a question such as, *'What claims to be public but is actually very private? Answer: The elite public (private) schooling system.'* Here in Australia, we could easily replace that conundrum with one of our own. *'What claims to be 'not for profit' but is actually very 'profit driven?'* The answer, of course, is *'our government subsidised university sector.'*

The full article is available at - <https://www.ubss.edu.au/article/the-commonwealth-privateers/>

Congratulations to **Sutheera** on the recent article (07.02.2023) – **Technology – A New Reality –**

Technology - A New Reality

Sutheera Atawongsa

February 2023

Change is a real thing in the world, and it emphasizes that change is very important to human life in all dimensions since the outbreak of COVID-19. This has affected daily life, and even though the situation has begun to ease somewhat, some living behaviors and some business operations may never be the same again. People may no longer need to gather or work in the same location due to the global epidemic. An internet connection system using contemporary technologies and more virtual reality will take the place of everything. It eases the limitations of time, place, and money. Real-time communication is now easier for people all around the world. This does not include other technologies that will arise in the future according to the digital trend that must meet the needs of people around the world to make life easier and more flexible. This is considered a challenge for organizations and entrepreneurs to adjust their operational strategies to be in line with the current and future changes that they are facing. Especially small businesses and various types of organizations may be disrupted by technology in a short time if they continue to operate in the same way.

The full article is available at - <https://www.ubss.edu.au/media/4531/technology-a-new-reality.pdf>

Associate Professor Sutheera Atawongsa is Vice-Dean, Faculty of Management Science at Chiang Rai Rajabhat University, Thailand

This is Chapter 13 in the new CSR Publication (Volume 11) – **The New Reality** (Whateley and Bofinger) with *Intertype* to be released early in 2023.

Other chapters include –

Whateley - <https://www.ubss.edu.au/media/4227/the-new-reality.pdf>

Bofinger - <https://www.ubss.edu.au/media/4236/the-new-reality-of-australian-higher-education-in-the-performing-arts.pdf>

Whateley - <https://www.ubss.edu.au/media/4244/emerging-from-the-shadows-into-the-light.pdf>

Manly and Whateley - <https://www.ubss.edu.au/media/4263/keeping-watch-over-the-new-reality.pdf>

Bendel - <https://www.ubss.edu.au/media/4278/adopting-and-adapting-to-the-times.pdf>

Wladkowski - <https://www.ubss.edu.au/media/4292/what-is-the-plan-going-forward.pdf>

Phillips - <https://www.ubss.edu.au/media/4339/ict-and-career-paths.pdf>

Phillips - <https://www.ubss.edu.au/media/4348/ict-digital-subscriptions-cyber-security.pdf>

Mienczakowski and Whateley - <https://www.ubss.edu.au/media/4371/the-assignment-marking-bot-the-next-step-in-the-new-reality.pdf>

Chanda - <https://www.ubss.edu.au/media/4428/chatgpt-a-disruption-in-the-education-sector.pdf>

Kanwar - <https://www.ubss.edu.au/media/4480/as-a-director-in-the-new-reality.pdf>

Whateley - <https://www.ubss.edu.au/media/4481/digital-nomads-and-their-emergence-in-the-new-reality.pdf>

06 CSR Richard on: New reality – new way of life

Congratulations to **Richard** on his most recent article (07.02.2023) – **New reality – new way of life** -

New reality – new way of life

Richard Xi

February 2023

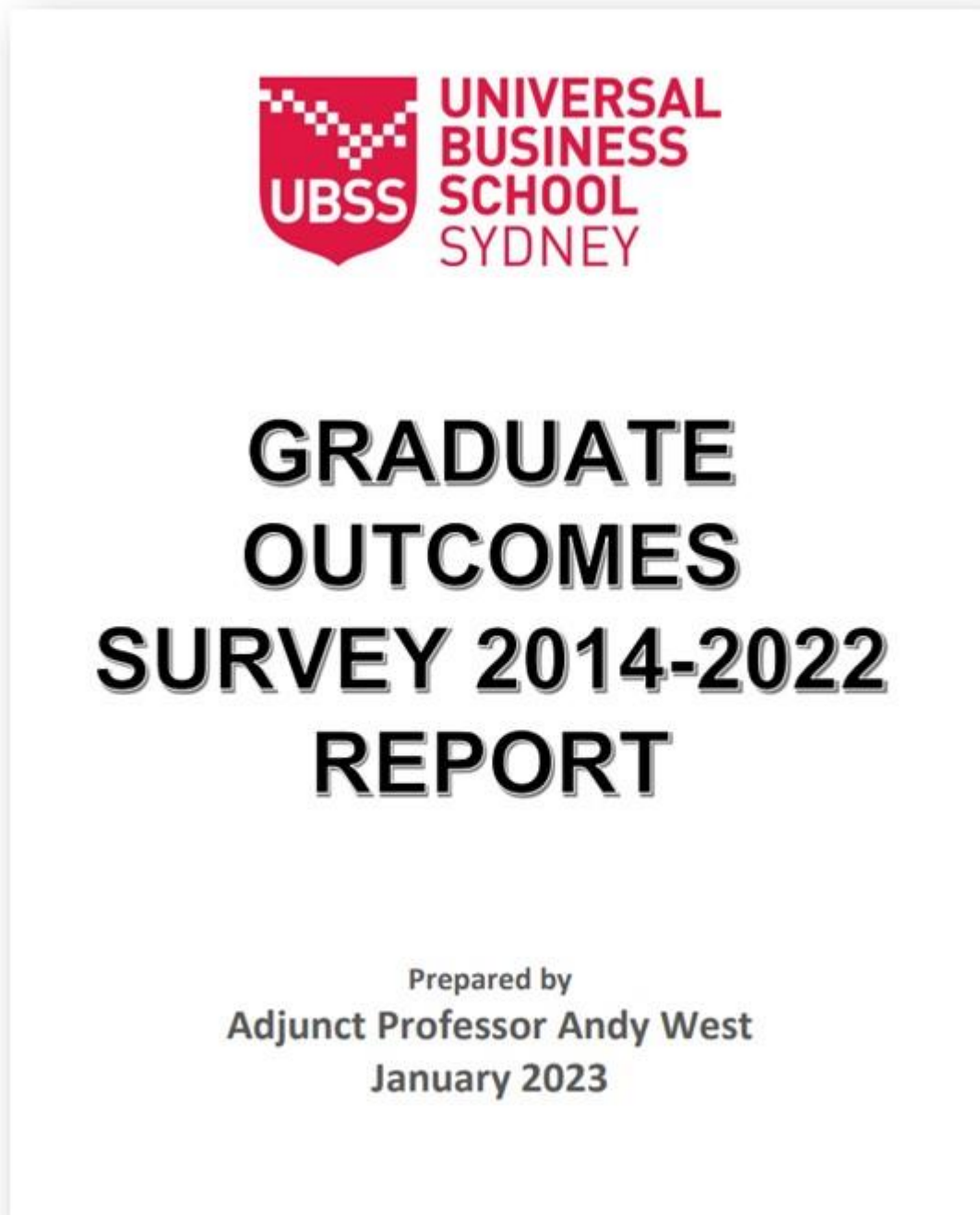
The accelerating integration of digital technology impacts every dimension of human life thanks in part to the COVID -19 pandemic. It makes significant contributions to the changes of people's daily experiences in their working, educating and social domain during and after the pandemic. The phenomenon of rapid digital transformation across societies includes creating a new working style – which started with working from home (WFH) to current model of working from anywhere (WFA), a digital model of teaching and learning, online course delivery with no geographic boundaries and time restriction, new business operating models – through to digital operations, digital marketing, and digital customer service, digital entertainment and digital social interactions. The combination of the digital transformation and the prompt application of digital technology constitutes a *new reality* for everyone, a *new environment* to adapt to, and a *new way of life* to be embraced in the context of post COVID-19.

The full article is available at - <https://www.ubss.edu.au/media/4532/new-reality-new-way-of-life.pdf>

Associate Professor Richard Xi is Deputy Program Director, Postgraduate Studies at UBSS.

This is Chapter 14 in the new CSR Publication (Volume 11) – **The New Reality** (Whateley and Bofinger) with *Intertype* to be released early in 2023.

Congratulations to **Andy** on his recent paper (07.02.2023) – **Graduate Outcomes Survey 2012-2022 Report** –



The full paper is available at - <https://www.ubss.edu.au/media/4557/graduate-outcomes-survey-2014-2022.pdf>

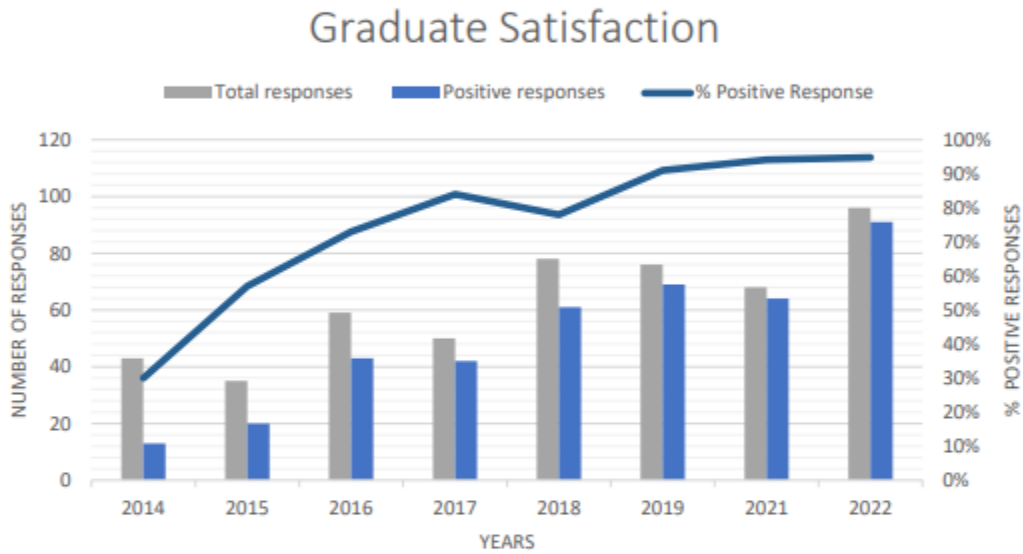
The document provides an overview of the most recent graduate survey outcomes (2022) and then provides a most useful comparison with previous years – going back to 2014. Details are provided across a number of domains including – what award was completed; when the award was completed; actual graduate satisfaction levels (2014-2022); finding a job; relevance of the qualification; working or not working; and current salary range.

The **satisfaction with the program** issue is vitally important as part of our ongoing student experience support and commitment – this is best captured in the following table and graphs (p5) –

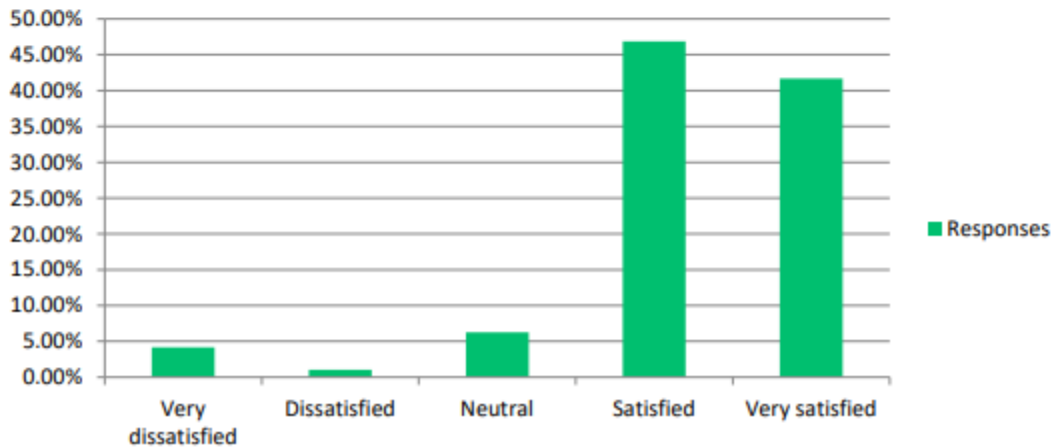
Graduate Satisfaction

To the question “How satisfied are you with your overall educational experience at UBSS?”, UBSS graduates who were satisfied or very satisfied totalled 91 of the 96 this represents 95% positive response rate in 2022, which is the highest level of positive satisfaction. There has been a steady increase in the positive response rate proportion.

Year	2014	2015	2016	2017	2018	2019	2021	2022
Total responses	43	35	59	50	78	76	68	96
Positive responses	13	20	43	42	61	69	64	91
% Positive Response	30%	57%	73%	84%	78%	91%	94%	95%



How satisfied are you with your overall educational experience at UBSS?



This is something to be very proud of – particularly in 2019, 2021 and 2022 given the pandemic/online circumstances – and I would very much like to

thank the teaching staff during this period (in particular) for their concentrated efforts. Combined with SFUs, QILT outcomes and preference to stay online – this suggests a very high standard of teaching and learning – not to mention student satisfaction.

Thank you to **Adjunct Professor Andrew West** for his analytical work and thank you to **Professor Ian Bofinger** for his support design work.

08 **CSR** Greg on: The Assignment Marking Bot

Congratulations to **Greg** on his recent (09.02.2023) MBA TV AUS segment – **The Assignment Marking Bot** –

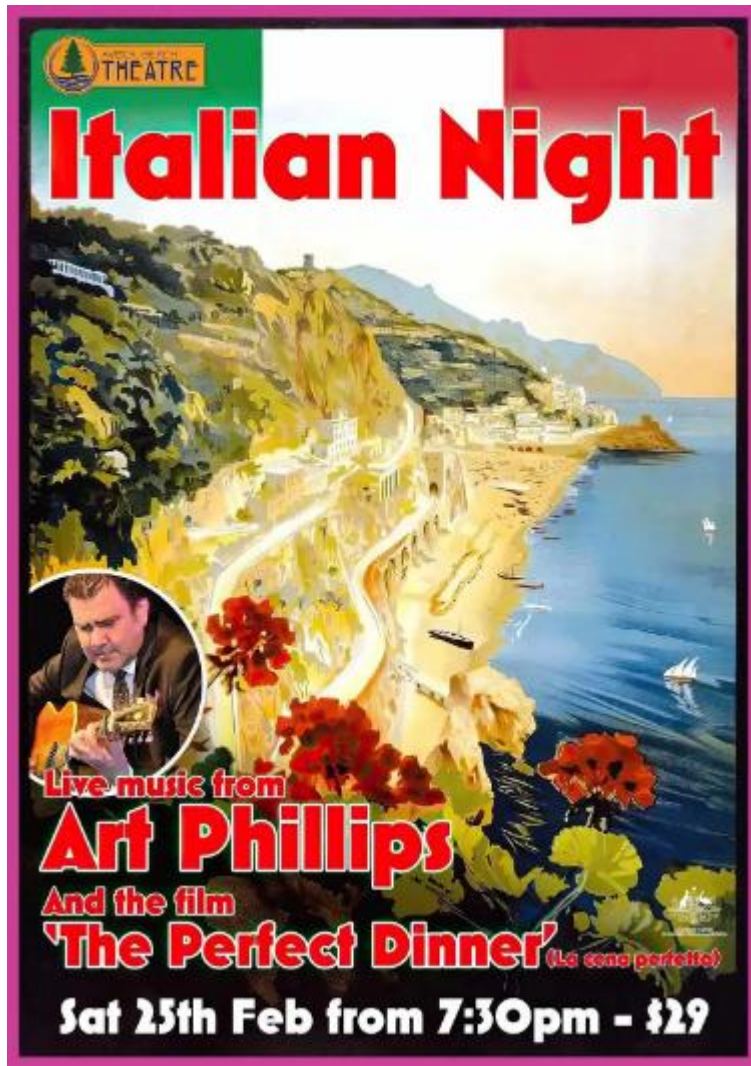


The full video (8.10) is available at - <https://www.youtube.com/watch?v=c-OTpwhE7fw>

All MBA TV AUS recordings are produced by **James Manly**.

09 CSR Art on: *upcoming performance (25.02.2023) at the Italian Night (live music and film)*

Congratulations to **Art** on his *upcoming performance (25.02.2023) at the Italian Night (live music and film)*



Art is a highly accomplished (and sought after) performer and will feature at the event -

ITALIAN NIGHT WITH LIVE MUSIC & FILM

Director: Davide Minnella,

Cast: Salvatore Esposito, Antonella Attili, Gianfranco Gallo, Greta Scarano, Gianluca Colucci, Antonio Grosso,

Genre: Live Concerts | **Rating:** PG | **Runtime:** 106 Minutes

It's back! It's one of those event nights that people just keep asking for... Yes it's our ITALIAN NIGHT!

Beginning with beautiful, authentic Italian music from incredible guitarist ART PHILLIPS (aka Arturo DiFilippo), a multi Emmy Award Winner, who composes and performs for many internationally renown movies and TV Shows, has headed up the Australian Guild Of Screen Composers for many years, and has 52 CD's to his name!

Art is an incredible guitarist who will transport you to "Bel Paese" (which means beautiful country) where we find beautiful food, wine, music and beautiful people!

Adjunct Professor Art Phillips is the Director, Centre for Entrepreneurship - <https://www.ubss.edu.au/adjunct-professor-art-phillips/>

As we all know *scholarship* can take on many forms be it positions held, memberships, conferences/symposia, articles and papers, self-education, teaching at other institutions, formal courses and the like – and in this case performing. At UBSS we use an informed and benchmarked approach to Scholarship and ask all staff to complete an annual profile (November/December) which we in turn publish (March) the following year. The harvesting tool we use (Whateley, 2016) is –

SCHOLARSHIP PROFILE 2016/2017

Name

Positions Held	
Memberships	
Conferences and Symposia	
Articles and Papers	
Self-Education	
Teaching at other like institutions	
Formal Courses	
Other	

The most recent scholarship profile is from 2021 (published in early 2022) and can be viewed at - <https://www.ubss.edu.au/media/3611/capturing-scholarship-at-ubss-2021.pdf>

10 CSR Tom on: ChatGPT a two way conversation

Congratulations to **Tom** on his recent blog (16.02.2023) – **ChatGPT a two way conversation -**

16 Feb 2023



Share



ChatGPT a two way conversation



With the release of ChatGPT 4, the artificial intelligence platform continues to dominate the digital world and create controversy.

Noam Chomsky (YouTube video: [Chomsky on ChatGPT, Education, Russia and the unvaccinated](#)) has labelled it mechanized plagiarism, however, has not come to grips with the postmodern concept of intertextuality, defined by *Julia Kristeva*, which accepts the proposition that every text depends on every other text. It might be summarised that there is nothing new under the sun.

The full article is available at - <https://www.ubss.edu.au/article/chatgpt-a-two-way-conversation/>

For more about **Associate Professor Tom O'Connor** - <https://www.ubss.edu.au/our-people/associate-professor-tom-o-connor/>

11 **CSR** Greg & Anwar on: **Developing a culture of scholarship**

Congratulations to **Greg & Anwar** their paper (16.02.2023) – **Developing a culture of scholarship** -

The full paper is available at -

<https://www.ubss.edu.au/article/developing-a-culture-of-scholarship/>

This is Greg's 600th publication –

Refereed Journal Articles	1995 -	21
Book Chapters	2002 -	27
Educational Products	1996 -	67
Periodicals	2000 -	104
Media Presentations	2020 -	80
Blogs	2021 -	69
Books and Creative Works	1975 -	34
ePublications	2006 -	121
Commissions and Reports	2005 -	16
Reviews	1995 -	18
Conference Presentations	1995 -	43

600 Publications as at February 2023

12 CSR Greg on: *Developing a culture of scholarship* (Presentation)

Congratulations to **Greg** on his recent MBA TV AUS segment (16.02.2023) – **Developing a culture of scholarship** -



The full video is available at -

<https://www.youtube.com/watch?v=sChUGEKCqH8>

The recording is based on a paper by Whateley and Kanwar (2022) -

<https://www.ubss.edu.au/article/developing-a-culture-of-scholarship/>

All MBA TV AUS work is produced by **James Manly**

13 CSR Natasha on: Enthusiasm to return to campus

Congratulations and thankyou to Natasha for her work around the most recent survey on the topic of enthusiasm to return to campus.

The survey runs for 2 weeks commencing this week (Week 4). Early indicators/sneak preview (which usually remain/s intact) suggest an overwhelming enthusiasm to remain on line – Essentially, 96.75% of our students would like to remain online.

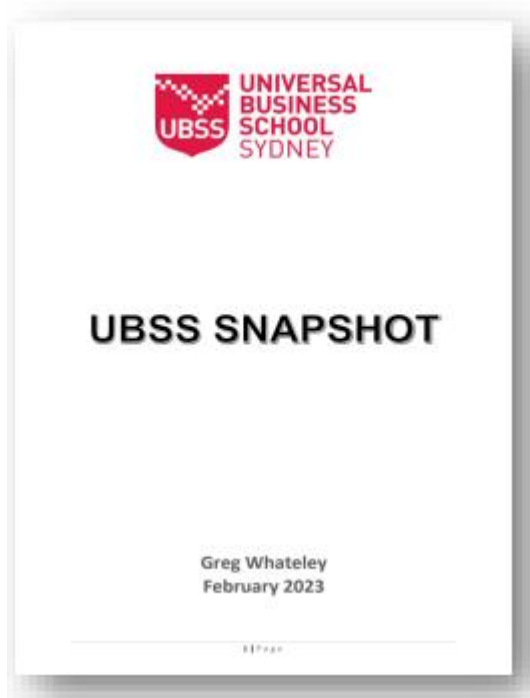
This of course is supported by the ongoing positive SFU outcomes – the most recent being T3, 2022 – 4.23/5 overall – clearly a very positive outcome (again).

On finalisation of the survey (end of next Week – Week #5) I will publish the full details.

Again, my sincere thanks go to Assistant Professor Natasha Jacques -
<https://www.ubss.edu.au/our-people/assistant-professor-natasha-jacques>

14 CSR Greg on: UBSS Snapshot

Congratulations to Greg on his recent publication (February 2023) – UBSS Snapshot –



The full paper is available at - <https://www.ubss.edu.au/media/4564/ubss-snapshot.pdf>

The task was to present UBSS in terms of a full disclosure around numbers, performance and additional key issues. The outcome being evidence of a quality School doing remarkable things.

Like all of these projects – ‘it takes a village’ – a special thank you is extended to the team –

15 CSR Tom on: *A colourful new reality*

Congratulations to **Tom** on his recent article (12.02.2023) – **A colourful new reality** -

A colourful new reality

Tom O'Connor

February 2023

Prelude

One of my favourite films is "Butch Cassidy and the Sundance Kid" (1969). It starts off in black and white with an old newsreel quality. Ever so slowly, almost imperceptibly, colour begins to seep in and as the action picks up before you are aware, you are watching a full colour story. This is how new realities sometimes assert themselves. They recolour the world around us while we are too busy living. And, if my "institutional" view was the black and white newsreel, **wework** is a *colourful new reality* that has appeared around me.

The wework experience

If I needed convincing that I am working in the 21st century, my time at **wework** has convinced me of a new paradigm at work and about work, and I like it! We have all no doubt heard of the working environments pioneered by Apple, Microsoft and the other Californian tech companies where bean bags replaced office chairs and open hot desks replaced closed in work stations. **wework** brings this sensibility with pragmatic elements that cater for lots of different activities. Reception is in the main area and the receptionists are extremely friendly and go out of their way to be helpful. They get you online and complete formalities with a minimum of fuss.

This main area is open plan, with couches, benches and tables. It is very easy to find a working space that suits your working style. As I sit here there are small groups of people sitting around tables, a nearby billiard table is tempting but two people are engaged in a very skilful game, 'telephone booth' (remember them!) spaces for private conversations and individuals working away at their laptops.

The full article is available at - <https://www.ubss.edu.au/media/4563/a-colourful-new-reality.pdf>

Associate Professor Tom O'Connor is Associate Director, Postgraduate Studies (Melbourne CBD Campus) and Special Projects at UBSS. He is a Fellow of the Centre for Scholarship and Research.

16 **CSR** Issac and Ian on: Maximizing the economic investment in physical campus spaces – a new reality for performing arts higher education providers

Congratulations to **Issac and Ian** on their most recent article (20.02.2023) – **Maximizing the economic investment in physical campus spaces – a new reality for performing arts higher education providers –**

**Maximizing the Economic Investment in Physical Campus Spaces –
A New Reality for Performing Arts Higher Education Providers**

Issac Chung Lee
Ian Bofinger
February 2023

Prior to the COVID -19 pandemic, Australian universities relied heavily on the economic value of international cohorts. Stack (2023) states that with new post-pandemic revenue challenges, Higher Education Providers will have to revolutionise academic spaces to foster sustainable recovery. This includes both a push towards hybrid learning and making more efficient use of the physical campus space available.

This paper provides a case study of two projects that the Australian Academy of Music and Performing Arts (AMPA) has utilized to effectively maximize the investment in campus spaces. By sharing AMPA's performance and rehearsal spaces with non-tertiary Performing Arts organisations there are several associated economic and operational benefits. These include the off-setting of the rising leasing and infrastructure operation costs, further developing staff employment opportunities as in addition to providing potential direct access to AMPA's facilities and on-campus insight into the tertiary programs.

The full article is available at – <https://www.ubss.edu.au/media/4576/maximizing-the-economic-investment-in-physical-campus-spaces.pdf>

Issac Chung Lee is the Chief Operating Officer of the Australian Academy of Music and Performing Arts in Sydney and a Director at Australian Performing Arts Grammar School Limited.

Professor Ian Bofinger is the Executive Dean and CEO of the Australian Academy of Music and Performing Arts in Sydney. He is a Fellow of the Centre for Scholarship and Research.

This is Chapter 21 in the new CSR Publication (Volume 11) – **The New Reality** (Whateley and Bofinger) with *Intertype* to be released in March/April 2023.

Other chapters include –

Whateley - <https://www.ubss.edu.au/media/4227/the-new-reality.pdf>

Bofinger - <https://www.ubss.edu.au/media/4236/the-new-reality-of-australian-higher-education-in-the-performing-arts.pdf>

Whateley - <https://www.ubss.edu.au/media/4244/emerging-from-the-shadows-into-the-light.pdf>

Manly and Whateley - <https://www.ubss.edu.au/media/4263/keeping-watch-over-the-new-reality.pdf>

Bendel - <https://www.ubss.edu.au/media/4278/adopting-and-adapting-to-the-times.pdf>

Wladkowski - <https://www.ubss.edu.au/media/4292/what-is-the-plan-going-forward.pdf>

Phillips - <https://www.ubss.edu.au/media/4339/ict-and-career-paths.pdf>

Phillips - <https://www.ubss.edu.au/media/4348/ict-digital-subscriptions-cyber-security.pdf>

Mienczakowski and Whateley - <https://www.ubss.edu.au/media/4371/the-assignment-marking-bot-the-next-step-in-the-new-reality.pdf>

Chanda - <https://www.ubss.edu.au/media/4428/chatgpt-a-disruption-in-the-education-sector.pdf>

Kanwar - <https://www.ubss.edu.au/media/4480/as-a-director-in-the-new-reality.pdf>

Whateley - <https://www.ubss.edu.au/media/4481/digital-nomads-and-their-emergence-in-the-new-reality.pdf>

Atawongsa - <https://www.ubss.edu.au/media/4531/technology-a-new-reality.pdf>

Xi - <https://www.ubss.edu.au/media/4532/new-reality-new-way-of-life.pdf>

Mienczakowski - <https://www.ubss.edu.au/media/4562/traditional-higher-education-approaches-look-backwards.pdf>

O'Connor - <https://www.ubss.edu.au/media/4563/a-colourful-new-reality.pdf>

Whateley - <https://www.ubss.edu.au/media/4565/transformational-leadership-is-the-new-reality.pdf>

Rigg and Bofinger - <https://www.ubss.edu.au/media/4574/the-evolution-and-effects-of-ai-technology-on-music-creation.pdf>

Jankoff - <https://www.ubss.edu.au/media/4573/new-reality-the-difference-between-2019-and-2023-due-to-covid.pdf>

West - <https://www.ubss.edu.au/media/4575/the-new-reality-of-generative-ai-in-higher-education.pdf>

17 CSR Andy West on: The new reality of generative AI in higher education

Congratulations to **Andy** on his most recent article (20.02.2023) – **The new reality of generative AI in higher education –**

The new reality of generative AI in higher education

Andy West
February, 2023

There are decades where nothing happens, and there are weeks where decades happen.
Vladimir Lenin, leader of Russia's 1917 Bolshevik Revolution

Introduction

And so it is with generative artificial intelligence (AI), more specifically with ChatGPT3.5. The promise of the disruption from artificial intelligence has been present for many years. Since its release on November 30 2022, ChatGPT3.5 has had an impact across many industries and society in general, none more so than higher education. One of the biggest impacts is in academic integrity and the ability for generative artificial intelligence to create high quality responses to question prompts, including higher education assessment questions. This article outlines three approaches to take in response to the rise of generative AI, and examples of assessments for each.

The full article is available at – <https://www.ubss.edu.au/media/4575/the-new-reality-of-generative-ai-in-higher-education.pdf>

Adjunct Professor Andy West is a Fellow of the Centre for Scholarship and Research

This is Chapter 20 in the new CSR Publication (Volume 11) – **The New Reality** (Whateley and Bofinger) with *Intertype* to be released in March/April 2023.

18 **CSR** Greg on: Transformational Leadership

Congratulations to **Greg** on his recent MBA TV AUS segment (20.20.2022) –
Transformational Leadership -

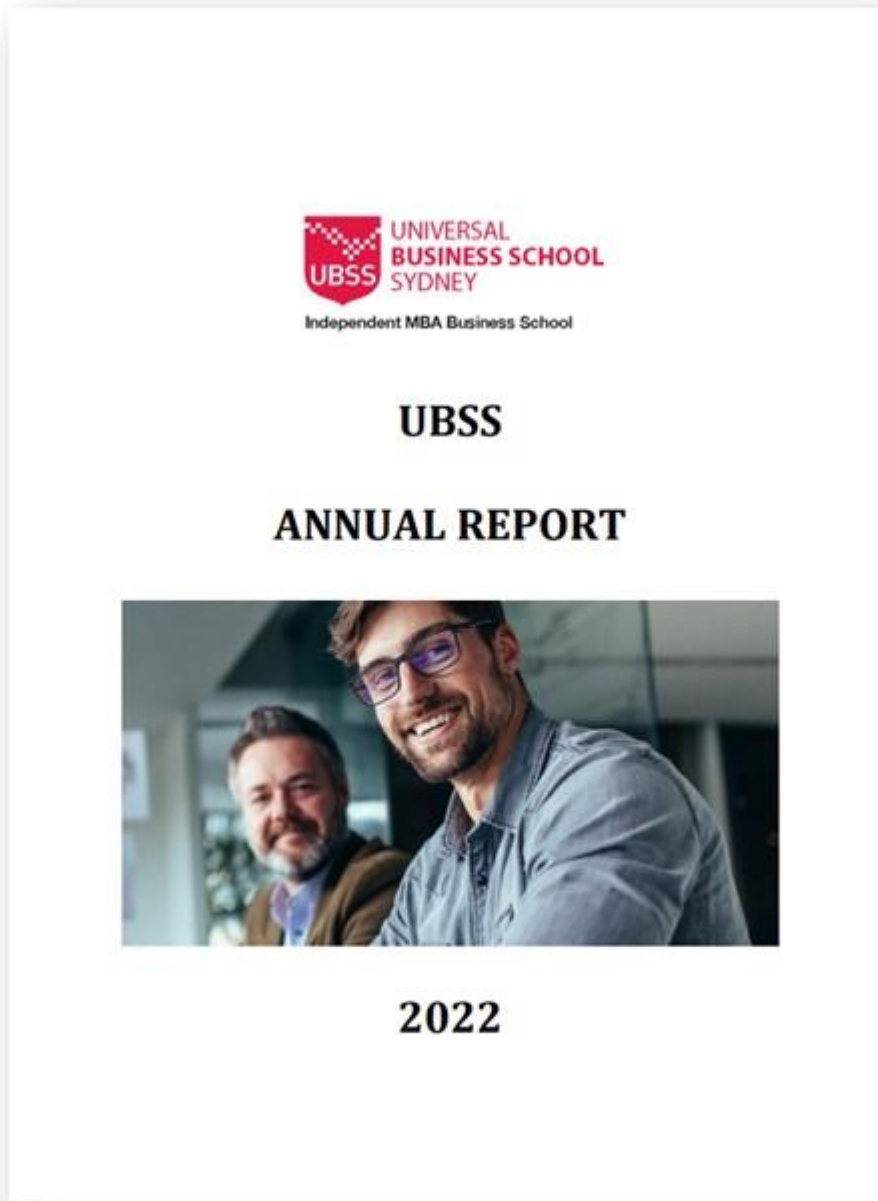


The full recording (2.47) is available at -
<https://www.youtube.com/watch?v=YC2k9pAFMSE>

All MBA TV AUS videos are produced by **James Manly**

19 **CSR** Greg and the UBSS Team on: UBSS Annual Report 2022

Congratulations to **Greg and the UBSS Team** on the publishing of the **UBSS Annual Report 2022** – out today (20.02.2023) –



The full report is available at - <https://www.ubss.edu.au/media/4582/ubss-annual-report-2022.pdf>

It is a regulatory requirement to produce a formal annual report and in turn distribute it to stakeholders. The report includes measures against the strategic

plan and a range of other important measures that provide a robust and informative overview of the year that was.

This is an important read.

We should be very proud of UBSS given the pandemic circumstances.

20 CSR Art on: Best of positive

Congratulations to **Art** on his recent release (20.02.2023) with 101 music compilations – **Best of Positive** –



The music sampler (5.44) is available at -
<https://www.youtube.com/watch?v=gsZI1xEetFw>

There is a delightful video sampler (0.35) available at -
<https://www.youtube.com/watch?v=f3MkH2jGVrU&t=1s>

To listen to the complete album go to -
<https://search.101.audio/#/album/101MC004/507caec654ee4935>

Art writes - *'This release is the 4th in the series of the **BEST OFs** from 101 Music Compilations - the Best feelings of '**POSITIVE**' – exactly what we all need each and every day of our life. These tracks are perfectly aligned to suit stories and programs related to the positive moments we all need to embrace - a smile, great memories,*

laughter, family, travel, vacations, that attraction, good food, health, friendships, well-being, a kiss, a hug, relaxation, self-healing, yoga, stress-relief, reflection, nature, and tranquility - to name just a few.

All of these track titles and their alternate versions have been previously registered with your PRO from an earlier 101 Music Pty Ltd® album release. However, on this release all track titles DO HAVE a new 'file name', therefore you may require them to have a 'unique' PRO registration ID. I will leave the PRO registration requirements up to each sub-publisher for this release.

We have kept the same ISRC codes on each track title and their alternative versions as per their original release ISRC codes.'

Credits on this recording –

Executive producer: **Art Phillips**, director - 101 Music Pty Ltd®

Mastering: Kathy Naunton, dB Mastering (Australia)

Metadata: Bev Klingsick & **Art Phillips**

Music Sampler Teaser: produced and edited by **Art Phillips** at 101 Music Studios (Australia)

Album Artwork: Pete White, Twin Pete's Creative (Australia)

Website Design: Dylan Prior, Unified Business Solutions (Australia)

101 Music Search Engine: Harvest Media / PRO 3, Kirsty Prasad

Marketing and Communications Consultancy: Bev Klingsick (USA)

Art wishes to thank 'all my global sub-publisher distributors for your continued support of the 101 Music Pty Ltd® catalogues.'

This is another excellent example of scholarship

For more about **Adjunct Professor Art Phillips** (Director, Centre for Entrepreneurship) go to - <https://www.ubss.edu.au/adjunct-professor-art-phillips/>

21 **CSR** Greg on: *MBA TV AUS* segment– Student to Staff Ratio (SSR)

Congratulations to **Greg** on his recent *MBA TV AUS* segment (27.02.2023) – **Student to Staff Ratio (SSR)** -



The full video can be viewed at - <https://www.youtube.com/watch?v=45odXmLLmnQ>

All MBA TV AUS videos are produced by **James Manly**

This segment is based on an article by **Greg Whateley** and **Andy West** - <https://www.ubss.edu.au/article/staff-to-student-ratio-ssr-of-little-consequence-and-not-helpful/>