



Centre for Scholarship and Research Update

March 2023

- 1. Overview**
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1. Overview

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>

February 2023 - <https://www.ubss.edu.au/media/4597/csr-update-february-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: 37 entries from 14 different contributors, and 50 hits) in this important domain – this is again impressive.

Scholars	March hits	
	All	CSR
Greg Whateley	20	20
Angus Hooke	4	4
Ashok Chanda	8	8
Alan Manly	1	1
Wayne Smithson	1	1
Cyril Jankoff	1	1
Om Huvanandana	1	1

Jim Mienczakowski	4	4
Justin Wibrow	1	0
Art Phillips	3	3
Anurag Kanwar	3	3
Jotsana Roopram	1	1
Gerard Newcombe	1	1
Tom O'Connor	1	1
Total	50	49

This has been another very good month of activity.

Our CSR Fellows continue to make a very valuable contribution to the profile and output – 13 Fellows with 49 of the hits.

2023 to date

Contributor	Jan	Feb	Mar	Total
Daniel Bendell	1			1
Ashok Chanda	2		8	10
John Edwards	1			1
Angus Hooke	3	1	4	8
Om Huvanandana			1	1
IT team	1			1
Cyril Jankoff	1		1	2
Anurag Kanwar	1	1	3	5
Isaac Lee		1		1
Alan Manly			1	1
Jim Mienczakowski	2	1	4	7
Yega Muthu	1			1
Gerard Newcombe			1	1
Tom O'Connor	1	2	1	4
Art Phillips	2	2	3	7
Jotsana Roopram			1	1
Gensheng Shen	1			1
Wayne Smithson			1	1
Greg Whateley	7	10	20	37
Justin Wibrow			1	1
Michael Wladkowski	1			1
Richard Xi	1	1		2
Total	26	19	50	95

Scholarship Highlights in March

- 01 [CSR Justin](#) on: *How our new reality may save the planet from us, and us from each other*
- 02 [CSR Alan](#) on: *Five tips for leaders to bring out their teams' 'intrapreneurial' spirit*
- 03 [CSR Wayne](#) on: *Perspectives on strategy formulation and development after COVID-19*
- 04 [CSR Gus](#) on: *CSR Update December 2022*
- 05 [CSR Greg](#) on: *A matter of credibility and authenticity*
- 06 [CSR Gus](#) on: *Foreword to The New Reality*
- 07 [CSR Ashok and Greg](#) on: *Strategies for going online – by way of introduction*
- 08 [CSR Om](#) on: *How applying the concept of value chain to education can help reduce disparities in the quality of life in society*
- 09 [CSR Greg](#) on: *Credibility and Authenticity – MBA TV*
- 10 [CSR Jim and Greg](#) on: *The Commonwealth Privateers*
- 11 [CSR Ashok and Greg](#) on: *Setting Strategies and Goals*
- 12 [CSR Jim and Greg](#) on: *Streaming University, Pty*
- 13 [CSR Cyril and Greg](#) on: *Understanding Economics*
- 14 [CSR Gus](#) on: *The global demand for energy – 1980–2020*
- 15 [CSR Greg](#) on: *What is scholarship and how do you do it?*
- 16 [CSR Ashok and Greg](#) on: *Leveraging Technology*
- 17 [CSR Art](#) on: *Interview with Dr Narisa Chauvidul-Aw*
- 18 [CSR Cyril](#) on: *Contract Law Fundamentals National Tour*
- 19 [CSR Greg and Anurag](#) on: *Capturing Scholarship at UBSS 2022*
- 20 [CSR Greg](#) on: *Concern about student wellbeing – myth or reality*
- 21 [CSR Jim and Greg](#) on: *The digital disruption facing higher education (Campus Review)*
- 22 [CSR Art](#) on: *Interview with CFE Fellow Luke Mangan OAM*
- 23 [CSR Greg](#) on: *Transformational Leadership*
- 24 [CSR Jotsana](#) on: *Threshold Standards Audit – February/March 2023*
- 25 [CSR Gerard and Art](#): *Interview*
- 26 [CSR Tom](#) on: *AI, disruption and assessment*
- 27 [CSR Ashok and Greg](#) on: *Designing Learning Content*
- 28 [CSR Anurag](#) on: *Cyber security strategy for Boards*
- 29 [CSR Greg](#) on: *MBA – measure business always*
- 30 [CSR Ashok and Greg](#) on: *Developing Effective Student Support*
- 31 [CSR Greg and Ian](#) on: *The New Reality*
- 32 [CSR Ashok and Greg](#) on: *Strategies for engaging students*
- 33 [CSR Greg](#) on: *What are Threshold Standards and why they are important*
- 34 [CSR Gus](#) on: *The global demand for energy – 2020-2100*
- 35 [CSR Ashok and Greg](#) on: *Strategies for student progress and success*
- 36 [CSR Anurag](#) on: *The Student Handbook*
- 37 [CSR Jim and Greg](#) on: *AI arms race in Campus Review*

01 **CSR** Justin on: How our new reality may save the planet from us, and us from each other

Congratulations to **Justin** on his recent article (01.03.2023) – **How our new reality may save the planet from us, and us from each other** -

How our new reality may save the planet from us, and us from each other

Justin Wibrow

February 2023

The time is nigh!

Talking in a way that makes something seem much worse, more serious or more frightening may be defined as dramatic. Rest assured there is no drama here, it is serious, it is frightening and it will get worse without monumental change.

One may posit that at the core of our new 'digital reality' is digital transformation and technological innovation. When contemplating what this means in terms of ESG one cannot ignore how COVID-19, the new 'human reality' has accelerated the pace of such change. Possibly for the first time in our history we have the technology, the human ingenuity and the global impetus to find the environmental and social solutions the planet needs.

As such we contend the 'new reality' is the digital and human reality combined and forever intertwined.

The full article is available at – <https://www.ubss.edu.au/media/4593/how-our-new-reality-may-save-the-planet.pdf>

Justin Wibrow is Chair and a Director of Expediate Group, an ESG professional services consultancy established in 2020. He is also Managing Partner of a commercial advisory firm, Cullen Myers and an Australian legal practitioner.

Justin holds a degree and postgraduate qualifications in law, leadership and education and is a Fellow of the Governance Institute, Member of the Law Institute of Victoria and Australian Institute of Managers and Leadership and is a Lecturer in the UBBS Executive MBA program. He is also a Fellow of the UBSS Centre for Entrepreneurship.

This is Chapter 27/ final chapter 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>

Chung Lee and Bofinger - <https://www.ubss.edu.au/media/4576/maximizing-the-economic-investment-in-physical-campus-spaces.pdf>

O'Connor - <https://www.ubss.edu.au/media/4577/chatgpt-a-postmodern-conversation.pdf>

Najmaei and Sadeghinejad - <https://www.ubss.edu.au/media/4586/chatgtp-ai-driven-world.pdf>

Kopanakis - <https://www.ubss.edu.au/media/4587/going-green-keeping-the-team-and-living-the-dream.pdf>

Kho - <https://www.ubss.edu.au/media/4592/what-covid-19-has-changed-in-the-musical-life-of-south-krechapter.pdf>

Wong - <https://www.ubss.edu.au/media/4588/post-covid-19-the-aftermath.pdf>

The manuscript is in proofing with Veronica and in its final stages of preparation - it is hoped to have the hard copy available in late March/early April.

02 CSR Alan on: Five tips for leaders to bring out their teams' 'intrapreneurial' spirit

Congratulations to **Alan** on his recent article (24.02.2023) in *CEO Magazine* –



[HOME](#) • [OPINION](#) • [FIVE TIPS FOR LEADERS TO BRING OUT THEIR TEAMS' 'INTRAPRENEURIAL' SPIRIT](#)

24 FEBRUARY 2023 - 3:14 PM

Five tips for leaders to bring out their teams' 'intrapreneurial' spirit

We know the names of famous and innovative entrepreneurs but, as Alan Manly explains, employees can play an important role in a company's success.



Everyone has heard of famous entrepreneurs such as Gates of Microsoft, Musk of Tesla and, of course, Zuckerberg of Meta. An entrepreneur is defined as a person who organizes and manages any enterprise, especially a business, usually with considerable initiative and risk. But what about 'intrapreneurs'?



By Alan Manly



FULL BIO

Alan Manly is a founding director of Group Colleges Australia and recently established a private MBA school for entrepreneurs. He has served on the national Boards of industry bodies representing non-government education providers as well as on the boards of NFP's, public and private companies. He is also the author of *When There Are Too Many Lawyers There Is No Justice* and *The Unlikely Entrepreneur*.

The full article is available at - <https://www.theceomagazine.com/opinion/leaders-intrapreneur/>

03 CSR Wayne on: Perspectives on strategy formulation and development after COVID-19

Congratulations to **Wayne** on his recent article (01.03.2023) – **Perspectives on strategy formulation and development after COVID-19** –



NOW READING

Perspectives on strategy formulation and development after COVID-19

27.2.23 | Business

Published by Wayne Smithson, Universal Business School Sydney

ABSTRACT

This article provides an overview of the impact on long-term and short-term strategic planning in organisations of one-off crises and other so-called “black swan” events. The author contends that the COVID-19 pandemic was a needed catalyst for change in key behaviours and decision-making processes at the leadership level including the executive boards of many organisations. He identifies three kinds of change in board behaviour: reduced complacency; a more intrapreneurial approach and mindset; and a more dynamic strategy setting.

The full article is available at –

<https://www.ubss.edu.au/articles/2023/february/perspectives-on-strategy-formulation-and-development-after-covid-19/>

BIOGRAPHY



Wayne Smithson is Associate Professor and a member of the Academic Integrity Committee at UBSS. He is also Finance Director for a performing arts organisation. Formerly, Wayne was Regional Finance Director of the Asia-Pacific Region for a Swiss-based professional services organisation as well as owner and manager of a successful tax and accounting practice. He is a qualified CPA, a graduate member of the Australian Institute of Company Directors, and a Fellow of the Institute of Managers and Leaders.

This is the fourth chapter in a new book in the CSR series – Hooke and Whateley (2023) – **Scholarship and Higher Education in a Post-COVID World.**

Other chapters include –

Edwards - <https://www.ubss.edu.au/articles/2023/january/the-effect-of-entrepreneurial-strategy-making-on-b2b-sales-performance/>

Xi and Shen - <https://www.ubss.edu.au/articles/2023/january/some-impacts-of-the-covid-19-pandemic-on-cross-cultural-behaviours-and-ways-of-life/>

Hooke - <https://www.ubss.edu.au/articles/2023/january/primary-energy-markets-hydro/>

A special thank you to the Campus Q team for their assistance in the publishing process.

04 **CSR** Gus on: Centre for Scholarship and Research Update, February 2023

Congratulations to **Gus** on the recent publication (01.03.2023) of the **Centre for Scholarship and Research Update, February 2023** -



Centre for Scholarship and Research Update

February 2023

The **charter** of the CSR is best expressed in the following dot points –

- 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.

By way of **overview the month** of February was a very good one (again) in terms of scholarship output –

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.

The full report is available at - <https://www.ubss.edu.au/media/4597/csr-update-february-2023.pdf>



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05 CSR Greg on: A matter of credibility and authenticity

Congratulations to **Greg** on his recent blog (03.03.2023) – **A matter of credibility and authenticity** -

03 Mar 2023



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A matter of credibility and authenticity

With a focus on international education - notions around credibility and authenticity have never been more important to the Sector given our emergence from the shadows of the pandemic. The Australian reputation for high quality education and delivery must be guarded at all costs – and any concerns relating to integrity and authenticity must be met head on – and our credibility must be ensured at all costs.

The full article is available at - <https://www.ubss.edu.au/article/a-matter-of-credibility-and-authenticity/>

06 **CSR** Gus on: Foreword to The New Reality

Humans have completed four technological eras: the 2-million-year scavenging era (which succeeded the 4-million-year foraging era of our predecessors, the Australopithecines), the 1-million-year hunting era, the 12-thousand-year farming era, and the 200-year industrial era. Economic historians sometimes break these eras into phases – e.g., Phase 1, in which the early adopters of the new technology are in a minority; Phase 2, in which the majority of the population have adopted the now not-so new technology but many – the technology nomads – have done so grudgingly; and Phase 3, when everyone is a digital native or convert and very comfortable with the now well-established technology. Historians also hypothesise that crises may have sped up the adoption of the new technology in each era, facilitating the transitions between the phases. But the evidence for this is scant and the mechanisms proposed are mainly thought bubbles.

We now live in mankind's fifth technological era - the digital era. Compared with the earlier eras (but probably not with those yet to come), it is an era on steroids. And a major crisis – the COVID-19 pandemic – has occurred during the era. We no longer have to speculate about the impact of crises on technology adoption, mores, and ways of behaving. Since early 2020, we have been living future history on the subject.

The ongoing COVID crisis has had only a moderate impact in some industries, such as essential services like nursing and policing, where traditional practices have had to be maintained and little new technology needed to be adopted. In some other industries, its impact has been disruptive. And none more so than the higher education industry, where beliefs, practices, and timetables were formed during the now-distant farming era and that has been among the most successful of all industries in resisting change.

The pandemic forced owners, managers, administrators, academics, and students to face immediate and major challenges if they were to remain in the industry. The direct challenges concerned mainly unit delivery, unit assessment, and student management. Related challenges included installing new digital hardware and software in both the provider institutions and the homes of staff and students and making substantial progress in mastering new digital technologies within a time frame of only a few weeks. Together and separately, they dwarfed any earlier work-based challenges most participants in the industry had ever faced.

This book, *The New Reality*, has been written by academics, administrators, and managers who had worked in the slow-moving higher education industry for decades and then had to experience and try to meet the urgent and substantial challenges posed by the need to move all key services off-site, immediately. The book has been edited by Emeritus Professor Greg Whateley, Deputy Vice Chancellor of a leading business college in Sydney and Professor Ian Bofinger, Executive Dean of the Australian Institute of Music. Other contributors include Professor Jim Mienczakowski, a former a former vice chancellor and campus president as well as experienced lecturers and managers in the industry. These experienced professionals describe their personal experiences in meeting the immediate challenges of the crisis. They also discuss the impact on their attitudes toward and progress in adopting new digital technology (some admit that the pandemic changed them from

reluctant digital nomads to enthusiastic digital converts), practices and approaches that have been adopted during the crisis and should be maintained and others that should be discarded, new opportunities going forward, and remaining barriers to progress.

A major new opportunity discussed by many of the authors is the embedding of hybrid delivery. The quality of online teaching improved enormously during the first two years of the pandemic, and students are now demonstrating an overwhelming preference for its continued availability. Maintaining this option meets the safety and flexibility needs of students; supplementing it with the ability to attend sessions on campus ensures that classes are being delivered with latest technology and nearby professional support. It is a win-win situation.

The contributors also identify some major challenges to adoption of the new, cheaper, and better ways of providing education that COVID has highlighted. Chief among these is the threat posed for entrenched institutions, especially research-based universities where teaching is not the major activity but having students on campus is the chief justification for their large budgets and holdings of real estate.

This book is essential reading for those working in the higher education industry as well as others interested in the efficiency and productivity of society's use of scarce resources. The chapters are short, are written in an engaging (non-academic) style, and make for easy and enjoyable reading while on buses and trains or over a coffee. The New Reality is both a valuable investment product and a very enjoyable consumer good.

07 CSR Ashok and Greg on: Strategies for going online – by way of introduction

Congratulations to **Ashok** and **Greg** on their recent article (06.03.2023) – **Strategies for going online – by way of introduction** –

Strategies for going online – by way of introduction

Ashok Chanda
Greg Whateley

"Fail to plan, plan to fail."
- Benjamin Franklin

This quotation underlines how crucial it is to have a strategy or plan in place before acting. It is critical to have a solid understanding of your objectives, target market, and the resources you will require to succeed while marketing online. Without a solid plan, it is possible that your online presence will not in fact help you accomplish your goals.

Rationale for this book

The pedagogy and methods for providing online learning have undergone a radical change in the years 2020 and 2021, mostly due to the COVID-19 pandemic. With the exception of educational institutions, all businesses and trades around the world have switched to online transactions using e-commerce. Although self-paced MOOC-based short courses and largely non-award courses have been used in education and learning online for some time, academic institutions offering online educational degrees and certificates, including switching from face-to-face to online, is a more recent phenomena. This has been observed at every level of learning and education, including in the classroom, in vocational programs, and in higher education settings.

The full article is available at – <https://www.ubss.edu.au/media/4602/strategies-for-going-online.pdf>

Professor Ashok Chanda is the Provost of the UBSS Adelaide Regency Campus and UBSS Online.

Emeritus Professor Greg Whateley is the Deputy Vice Chancellor at UBSS and Vice President. (Academic) at GCA.

This is the 1st chapter in a new book in the CSR series (Volume 12) – Chanda and Whateley (2023) – **Strategies for going online – a handbook for institutions, faculty and students**

A special thank you to **the Campus Q Team** for their assistance in the publishing process.

08 CSR Om on: How applying the concept of value chain to education can help reduce disparities in the quality of life in society –

Congratulations to **Om** on his recent article (01.03.2023) – **How applying the concept of value chain to education can help reduce disparities in the quality of life in society –**

NOW READING

How applying the concept of value chain to education can help reduce disparities in the quality of life in society

6.3.23 | Education

Published by Om Huvanandana

By Om Huvanandana, Universal Business School Sydney

Abstract

The rapid progress of digital technologies and the catalyst of the COVID-19 pandemic have dramatically changed the educational environment and the way students, providers, and regulators need to organise their activities. The author describes how an education value chain (EVC) model can be used to produce better outcomes in the new environment.

The full article is available at – <https://www.ubss.edu.au/articles/2023/march/how-applying-the-concept-of-value-chain-to-education-can-help-reduce-disparities/>

09 CSR Greg on: MBA TV AUS – Credibility and Authenticity

Congratulations to **Greg** on his recent (06.03.2023) MBA TV AUS – **Credibility and Authenticity**



The full video is available at – <https://www.youtube.com/watch?v=X4kijRZFoIM>

All professor G at MBA TV AUS recordings are produced by **James Manly**

10 CSR Jim and Greg on: The Commonwealth Privateers

Congratulations to **Jim** and **Greg** on their recent (06.03.2023) article – **The Commonwealth Privateers** – in Campus Review, Opinion, Top Stories

CAMPUS REVIEW

🏠 Home | 📺 Radio+TV | 🗒️ Opinion | 📄 The Commonwealth privateers: opinion



The Commonwealth privateers: opinion

👤 By: Jim Mienzakowski and Greg Whateley 📁 in Opinion, Top Stories 🕒 March 6, 2023 💬 0

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.'*

The full article is available at -

<https://www.campusreview.com.au/2023/03/the-commonwealth-privateers-opinion/>

11 CSR Ashok and Greg on: Setting Strategies and Goals

Congratulations to **Ashok** and **Greg** on their recent article (07.03.2023) – **Setting Strategies and Goals** –

Setting Strategies and Goals

Ashok Chanda
Greg Whateley

"A goal without a plan is just a wish."
- Antoine de Saint-Exupéry

This quotation underlines how crucial it is to go online with a clear plan and specified goals. Your objectives for online success are only wishful thinking if you do not have a plan in place. Setting attainable and quantifiable goals and creating a plan to achieve them are both crucial components of your entire business strategy. Using this strategy, you can make sure that your online activities are successful, strategic, and geared towards producing measurable outcomes.

Summary

It takes meticulous planning and careful evaluation of numerous tactics and goals to create an effective online learning programme. Online education has grown in acceptance over the past few years as a result of its accessibility, convenience, and flexibility. The target audience, learning objectives, technology, content plan, assessment and evaluation techniques, continuous support, and interaction must all be properly taken into account for a program to be effective. You may make sure that the online learning program is successful, efficient, and meets the requirements and expectations of the participants by establishing clear methods and goals.

The strategies and objectives that should be taken into account when creating an online learning program will be covered in this section, including identifying the target audience, establishing learning objectives, selecting the best technology, creating a content plan, establishing assessment and evaluation methods, scheduling realistic timelines, and planning for ongoing support and interaction.

The full article is available at – <https://www.ubss.edu.au/media/4610/setting-strategies-and-goals.pdf>

Professor Ashok Chanda is the Provost of the UBSS Adelaide Regency Campus and UBSS Online.

Emeritus Professor Greg Whateley is the Deputy Vice Chancellor at UBSS and Vice President. (Academic) at GCA.

This is the 2nd^t chapter in a new book in the CSR series (Volume 12) – Chanda and Whateley (2023) – **Strategies for going online – a handbook for institutions, faculty and students**

Other chapters to date include –

Chapter #1 - <https://www.ubss.edu.au/media/4602/strategies-for-going-online.pdf>

12 CSR Jim and Greg on: Streaming University, Pty

Congratulations to **Jim** and **Greg** on their recent blog (06.03.2023) – **Streaming University, Pty** -

06 Mar 2023



Share



Streaming University, Pty



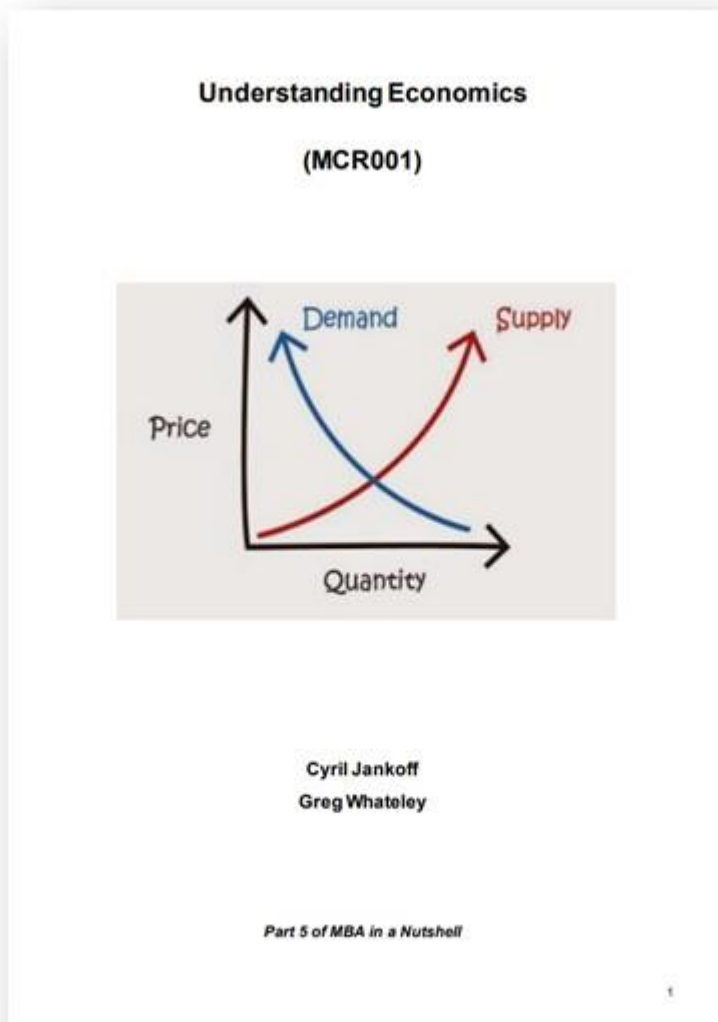
THE AI PANIC

And we're off again. In 2019 (prior to COVID) there was media panic over self-driving vehicles taking the jobs of global millions of human truck, bus and taxi drivers. Self-Driving Cars? Not useably here yet - unless you're ambivalent about surviving your drive home. And the much-heralded arrival of the electric car? Far more traction on this issue due to valid ecological concerns and, as ever, hyper-promotion. But EVs remain a work in progress. And now, Chat Bot AI. Slipping into our lives overnight like an unanticipated technological ninja, AI threatens to derail the very fabric of our current education system, or so it is said by some. Unquestionably, it clearly does have huge potential to negatively impact both academic integrity and revenue.

The full article is available at - <https://www.ubss.edu.au/article/streaming-university-pty/>

13 CSR Cyril and Greg on: Understanding Economics

Congratulations to **Cyril and Greg** on their recent article (07.03.2023) – **Understanding Economics** –



This is intended as Chapter 1 of 8 in the upcoming CSR book – Janoff and Whateley (2023) - **MBA in a Nutshell** – designed specifically for MBA students at UBSS doing the core program (eight subjects). The book is an ideal primer for the Executive Delivery Mode MBA, International MBA students, and the proposed MBA on line for domestic students.

The full paper can be viewed at - <https://www.ubss.edu.au/media/4612/understanding-economics.pdf>

14 CSR Gus on: The global demand for energy – 1980–2020

Congratulations to **Gus** on his recent article (09.03.2023) – **The global demand for energy – 1980 – 2020**



NOW READING

The global demand for energy – 1980-2020

8.3.23 | Business

Published by Angus Hooke, Universal Business School Sydney

ABSTRACT

Efforts to achieve the goal of net zero emissions of green-house gases focus mainly on the supply side of the energy market - on encouraging the substitution of energy sources that have low emissions, such as intermittent renewables and nuclear, for those that have higher emissions, predominantly oil, coal, and gas. It is recognised, however, that the magnitude of the problem depends also on the demand for energy and that demand can be influenced by public policies and community attitudes. This article is the first of a set of three articles on the demand for energy. It describes energy consumption (a proxy for energy demand) overall, by regions and their major energy-consuming countries, and by income levels during 1980-2020, and tries to identify the main forces driving energy consumption during this period. It will be followed by articles on the outlook for energy demand during the remainder of the 21st century and on measures that might contribute to constraining demand during that period.

The full article is available at – <https://www.ubss.edu.au/articles/2023/march/the-global-demand-for-energy-1980-2020/>

BIOGRAPHY



Angus Hooke is an Emeritus Professor, Senior Scholarship Fellow, and Director of the Centre for Scholarship and Research (CSR) at UBSS. His earlier positions include Division Chief in the IMF, Chief Economist at the NSW Treasury, and Professor and Head of the Business School (3,300 students) at the University of Nottingham, Ningbo, China. Since early 2019, Angus has published 15 refereed articles, authored one book on Economics, and been Chief Editor of seven books (four with Professor Greg Whateley, all for the UBSS CSR).

This is the sixth chapter in a new book in the CSR series – Hooke and Whateley (2023) – **Scholarship and Higher Education in a Post-COVID World**.

Other chapters include –

Edwards - <https://www.ubss.edu.au/articles/2023/january/the-effect-of-entrepreneurial-strategy-making-on-b2b-sales-performance/>

Xi and Shen - <https://www.ubss.edu.au/articles/2023/january/some-impacts-of-the-covid-19-pandemic-on-cross-cultural-behaviours-and-ways-of-life/>

Hooke - <https://www.ubss.edu.au/articles/2023/january/primary-energy-markets-hydro/>

Smithson - <https://www.ubss.edu.au/articles/2023/february/perspectives-on-strategy-formulation-and-development-after-covid-19/>

Huvanandana - <https://www.ubss.edu.au/articles/2023/march/how-applying-the-concept-of-value-chain-to-education-can-help-reduce-disparities/>

A special thank you to the **Campus Q team** for their assistance in the publishing process.

15 **CSR** Greg on: **What is scholarship and how do you do it?**

Congratulations to **Greg** on his recent article (10.03.2023) – **What is scholarship and how do you do it?**



NOW READING

What is scholarship and how do you do it?

10.3.23 | Education

Published by Greg Whateley, Group Colleges Australia

ABSTRACT

For many years within the higher education sector there has been a distinction - and not necessarily a positive one - between research and scholarship. For teaching and learning only institutions it has become essential to understand what scholarship is all about, develop a framework of suitable elements, and ensure that activity is clear and evident.

The full article is available at – <https://www.ubss.edu.au/articles/2023/march/what-is-scholarship-and-how-do-you-do-it/>

BIOGRAPHY



Emeritus Professor Greg Whateley is the Deputy Vice Chancellor at UBSS and Vice President (Academic) at GCA. He is a Fellow of the Centre for Scholarship and Research and was responsible for the application of the Boyer model to the activities of the School which he leads. He is an active scholar with an extensive range of publications and activities.

This is the seventh chapter in a new book in the CSR series – Hooke and Whateley (2023) – **Scholarship and Higher Education in a Post-COVID World.**

Other chapters include –

Edwards - <https://www.ubss.edu.au/articles/2023/january/the-effect-of-entrepreneurial-strategy-making-on-b2b-sales-performance/>

Xi and Shen - <https://www.ubss.edu.au/articles/2023/january/some-impacts-of-the-covid-19-pandemic-on-cross-cultural-behaviours-and-ways-of-life/>

Hooke - <https://www.ubss.edu.au/articles/2023/january/primary-energy-markets-hydro/>

Smithson - <https://www.ubss.edu.au/articles/2023/february/perspectives-on-strategy-formulation-and-development-after-covid-19/>

Huvanandana - <https://www.ubss.edu.au/articles/2023/march/how-applying-the-concept-of-value-chain-to-education-can-help-reduce-disparities/>

Hooke - <https://www.ubss.edu.au/articles/2023/march/the-global-demand-for-energy-1980-2020/>

16 CSR Ashok and Greg on: Leveraging Technology

Congratulations to **Ashok** and **Greg** on their recent article (10.03.2023) – **Leveraging Technology** –

Leveraging Technology

Ashok Chanda
Greg Whateley

"Technology is just a tool. In terms of getting the kids working together and motivating them, the teacher is the most important."

- Bill Gates

This quote highlights the importance of using technology as a tool to support online learning rather than relying on it as the sole solution. While technology can enhance and streamline the learning process, it is ultimately the teacher's guidance and expertise that drives student motivation and success. It is crucial to strike a balance between leveraging technology to enhance the learning experience and ensuring that the teacher remains the central figure in the educational process.

The full article is available at – <https://www.ubss.edu.au/media/4648/leveraging-technology.pdf>

Professor Ashok Chanda is the Provost of the UBSS Adelaide Regency Campus and UBSS Online.

Emeritus Professor Greg Whateley is the Deputy Vice Chancellor at UBSS and Vice President. (Academic) at GCA.

This is the 3rd chapter in a new book in the CSR series (Volume 12) – Chanda and Whateley (2023) – **Strategies for going online – a handbook for institutions, faculty and students**

Other chapters to date include –

Chapter #1 - <https://www.ubss.edu.au/media/4602/strategies-for-going-online.pdf>

Chapter #2 - <https://www.ubss.edu.au/media/4610/setting-strategies-and-goals.pdf>

A special thank you to **the Campus Q Team** for their assistance in the publishing process.

17 CSR Art on: Interview with Dr Narisa Chauvidul-Aw

Congratulations to **Art** on the recent release (15.03.2023) of his interview with CFE Fellow **Luke Mangan OAM** –



ENTREPRENEUR WORK INTEGRATED LEARNING EVENTS

Interview with celebrity chef Luke Mangan OAM

2:45 pm - 3:45 pm, Friday 16 September 2022
Online via Zoom

Adjunct Professor Art Phillips hosted an interview with celebrity chef Luke Mangan OAM, world renowned Australian based restaurateur, chef, and entrepreneur. His influence on the food and wine industry can be found on the carriages of the Eastern Oriental Express, at sea on P&O Carnival Cruise ships, Glass Brasserie at the Sydney Hilton Hotel, on TV as a Coles Supermarkets ambassador, bringing healthy quality restaurant food to patients at the Mater Private Hospital Brisbane and most recently opening the new Luke's Kitchen at Kimpton Margot Hotel Sydney CBD.

Luke's Australian restaurants range from fine dining to more casual fare and are renowned for his unexpected creations, which highlight his French culinary training and Asian influences, paired with fresh, clean flavours.

Professor Phillips discussed his entrepreneurship attributes and success stories, with a focus on his recent book 'The Making of a Chef' – pulling out key facts that made Luke who he is today.

'It was an honour to have this opportunity to interview Mr Mangan and to have Luke as a Fellow of the Centre for Entrepreneurship (CFE) here at UBSS,' says Adjunct Professor Art Phillips.

Work Integrated Learning (WIL) is a vital element of the UBSS operation and is managed by the *Centre for Entrepreneurship* and involves a range of interviews – bringing the workplace into the classroom (virtually in the current mode).



The full interview can be viewed at -

https://www.kaltura.com/index.php/extwidget/preview/partner_id/3091243/uiconf_id/46609463/entry_id/1_7fo06vjo/embed/dynamic?

The next interview in the WIL series is scheduled for Tuesday, March 21, 2023 with **Dr Narisa Chauvidul-Aw**

The meeting event log-in details -

Join Zoom Meeting

<https://us02web.zoom.us/j/83593519334?pwd=eWdIWdIrWVd4QlAzdStKdlZBb3REUT09>

Meeting ID: 835 9351 9334

Passcode: 660018

The Zoom event opens up at 1.15 pm to be ready for a 1.30 pm start



For more detail about Adjunct Professor Art Phillips see –

<https://www.ubss.edu.au/adjunct-professor-art-phillips/>



For more detail about Dr Narisa Chauvidul-Aw see - <https://www.ubss.edu.au/dr-narisa-chauvidul-aw/>

The Centre for Entrepreneurship is profiled at - <https://www.ubss.edu.au/centre-for-entrepreneurship/>

18 CSR Cyril on: Contract Law Fundamentals National Tour

Congratulations to Cyril on his current **Contract Law Fundamentals National Tour** – March 9 – 31, 2023

Contract Law
AUSTRALIA Fundamentals

PERTH: 9-10 MARCH
BRISBANE: 16-17 MARCH
MELBOURNE: 23-24 MARCH
SYDNEY: 30-31 MARCH

EXAMINING KEY ELEMENTS IN CONTRACT LAW AND CONTRACTUAL OBLIGATIONS TO MANAGE RISK, ENFORCE CONTRACTS AND IMPROVE DISPUTE RESOLUTION METHODS

- Learn to protect yourself and your organisation from financial, legal and reputational risk when drafting and managing contracts and learn to respond appropriately when contracts go wrong
- Equip yourself with the contract legal knowledge to be able to draft, negotiate and manage enforceable contracts for better business outcomes
- Save time and money by learning how to draft and enforce contracts without always seeking a lawyer's advice

LED BY EXPERT FACILITATOR:

DR CYRIL JANKOFF
Principal of Jankoff Solicitors and Cyril Jankoff CPA and Director, The Risk Doctor, contract risk mitigators

BONUS:
Each delegate will be given electronic copies of Cyril's books *Managing Your Contracts* (Revised 5th edition 2022, 335 pages) and *Managing Your Legal Issues* (First edition 2022, 338 pages).

Organised by:
Aventedge.

+61 2 8378 4334 info@aventedge.com clf.aventedge.com

This week **Cyril** is *in Brisbane* (March 16 and 17) facilitating a private program – *Contract Risk and Negotiation* – to help train staff of a supplier to the mining industry **AND** facilitate a public program - *Contract Law Fundamentals* - for Executives – part of a tour around Australia (as per flyer)

A most useful read is **Understanding Business Law** -

<https://www.ubss.edu.au/media/3595/understanding-business-law.pdf>

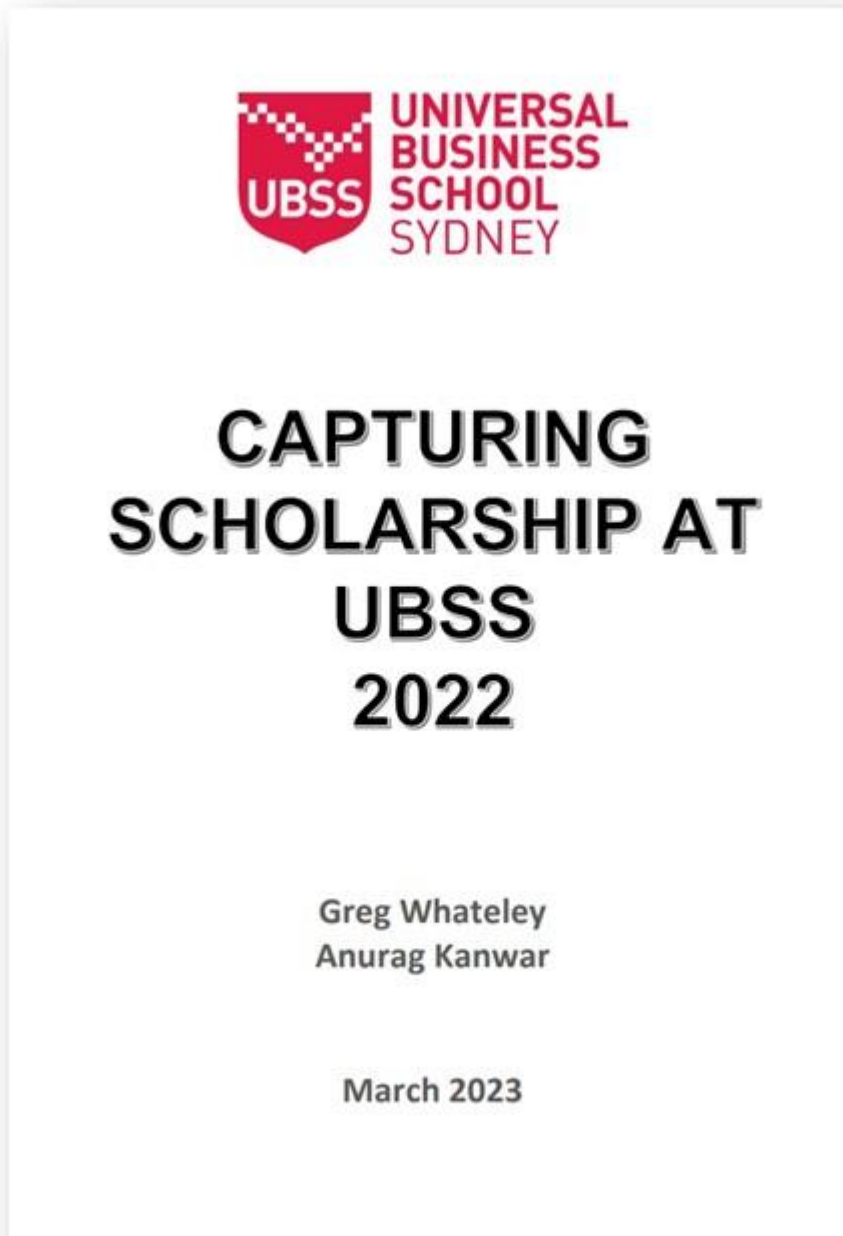


For more on **Associate Professor Cyril Jankoff** see -

<https://www.ubss.edu.au/our-people/associate-professor-cyril-jankoff/>

19 **CSR** Greg and Anurag on: Capturing Scholarship at UBSS 2022 –

Congratulations to **Greg** and **Anurag** on the latest version of the UBSS 2022 scholarship profile – **Capturing Scholarship at UBSS 2022** –



The complete document is available at - <https://www.ubss.edu.au/media/4649/capturing-scholarship-at-ubss-2022.pdf>

Each year UBSS staff are required to summarise their scholarly activities in a standardised format –

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 data is collected, summarised, analysed and published the following year (usually in the month of March) and made publicly available (UBSS website).

Scholarship is an important part of our profile and operation.

Previous profiles are available at –

2020 – <https://www.ubss.edu.au/media/1996/capturing-scholarship-at-ubss-2020.pdf>

2021 - <https://www.ubss.edu.au/media/3611/capturing-scholarship-at-ubss-2021.pdf>

An article to assist with getting your head around **what is scholarship and how do you do it** is available at -

<https://www.ubss.edu.au/articles/2023/march/what-is-scholarship-and-how-do-you-do-it/>

20 CSR Greg on: Concern about student wellbeing – myth or reality

Congratulations to **Greg** on his recent blog (13.03.2023) – **Concern about student wellbeing – myth or reality -**

13 Mar 2023



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Concern about student wellbeing – myth or reality

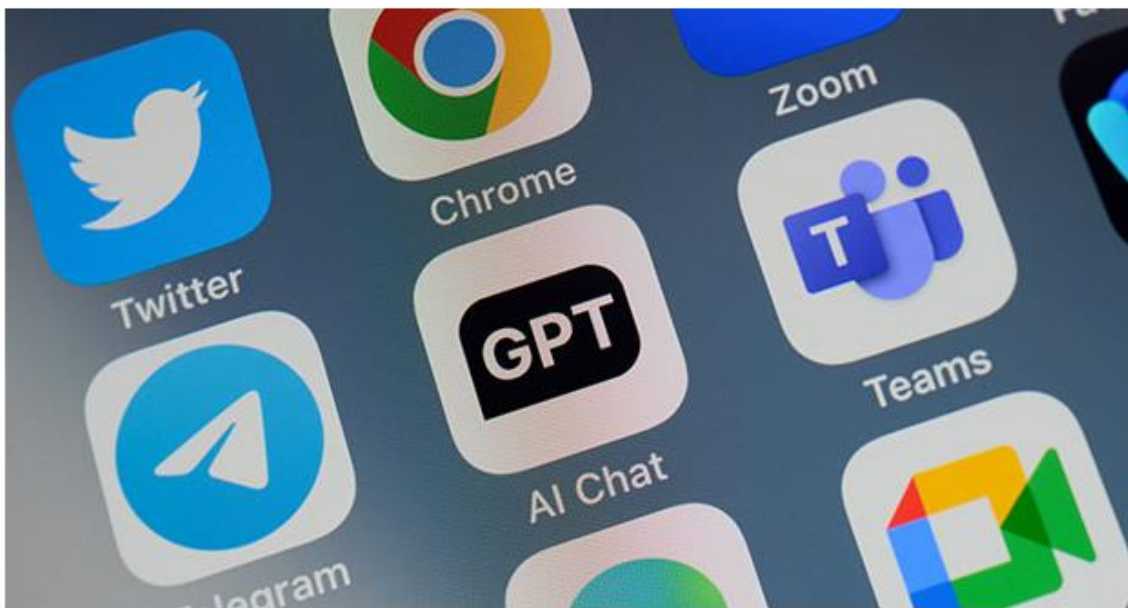
There is significant chatter on the topic of student wellbeing. In some quarters the view is that COVID-19 pandemic has decimated wellbeing and created a significant range of dysfunction in the student community - at all levels.

The full article is available at - <https://www.ubss.edu.au/article/concern-about-student-wellbeing-myth-or-reality/>

21 **CSR** Jim and Greg on: *The digital disruption facing higher education* – Campus Review
Congratulations to **Jim** and **Greg** on their recent article (13.03.2023) – *The digital disruption facing higher education* – in **Campus Review**, Top Stories

CAMPUS REVIEW

Home | Radio+TV | Opinion | The digital disruption facing higher education: opinion



The digital disruption facing higher education: opinion

By: Jim Mieczakowski, Greg Whateley | in Opinion, Top Stories | March 13, 2023 | 0

The new reality is upon us – whether we like it or not.

22 CSR Art on: Interview with CFE Fellow Luke Mangan OAM

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ENTREPRENEUR WORK INTEGRATED LEARNING EVENTS

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Online via Zoom

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The meeting event log-in details -

Join Zoom Meeting

<https://us02web.zoom.us/j/83593519334?pwd=eWdIWdIrWVd4QlAzdStKdlZBb3REUT09>

Meeting ID: 835 9351 9334

Passcode: 660018

The Zoom event opens up at 1.15 pm to be ready for a 1.30 pm start



For more detail about Adjunct Professor Art Phillips see –

<https://www.ubss.edu.au/adjunct-professor-art-phillips/>



For more detail about Dr Narisa Chauvidul-Aw see - <https://www.ubss.edu.au/dr-narisa-chauvidul-aw/>

The Centre for Entrepreneurship is profiled at - <https://www.ubss.edu.au/centre-for-entrepreneurship/>

23 CSR Greg on: Transformational Leadership

Congratulations to **Greg** on his recent (14.03.2023) presentation to the senior staff delegation from *CRRU* on the topic of **Transformational Leadership** –



22 CRRU staff were on campus to work with **Greg** looking at new leadership models for the new reality. Some useful reading/viewing on the topic –

<https://www.ubss.edu.au/article/transformational-leadership-is-the-new-reality/>

<https://www.youtube.com/watch?v=YC2k9pAFMSE&t=2s>

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

The delegation was led by the President of CRRU – **Dr Sornchai**



Dr Natthaphon - Assistant President, International Affairs managed the project.

Our own **Sir Gerard Newcombe** (Vice President, Operations) welcomed the delegation (impressing them greatly with his Thai language mastery).



UBSS has in place an MOU with CRRU – and we have been developing a range of joint initiatives including the delegation this week,



UBSS Adjunct Professor Om Huvanandana – second from left

As part of the partnership UBSS will be welcoming **Dr Sutheera Atawongsa** at the end of March as a Senior Visiting Fellow and Adjunct Professor



Sutheera is an Associate Professor of Business Administration (Management) and an Associate Dean for Research and Academic Service at *Chiang Rai Rajabhat University* (CRRU) in Thailand – she is also Head of the MBA and DBA programs.

A special thankyou to **Associate Professor Tom O'Connor** for his ongoing support in his role of *Special Projects – Office of the DVC*

Congratulations to **Jotsana** (and the team) on the most recent *Threshold Standards Audit – February/March 2023* –



Higher Education Standards Framework (Threshold Standards) 2021

Audit Members:

Associate Professor Jotsana Roopram (Deputy Dean - Student Experience, UBSS) - Chair
Assistant Professor Natasha Jacques (Senior Administration Coordinator, UBSS) - Secretary
Emeritus Professor Greg Whateley (Deputy Vice Chancellor – UBSS)
Professor Ashok Chanda (Provost – Adelaide Campus and UBSS online)
Emeritus Professor Jim Mienczakowski (Independent)
Assistant Professor Anurag Kanwar (Compliance and Continuous Improvement Director – GCA)

February – March 2023

The full document is available at - <https://www.ubss.edu.au/media/3751/ubss-threshold-standards-audit.pdf>

The audit is an excellent piece of work – and well worth the read. It also demonstrates (evidences) a high level of compliance with the various Threshold Standards.

A special thank you to the audit team – **Associate Professor Jotsana Roopram, Assistant Professor Natasha Jacques, Assistant Professor Anurag Kanwar, Professor Ashok Chanda, Emeritus Professor Jim Mienczakowski** (external) and **Emeritus Professor Greg Whateley** for their effort and commitment to this project. In 2023 there will be three audits – one each trimester , ensuring currency and accuracy.

25 CSR Gerard and Art: Interview

Congratulations to **Gerard** and **Art** on their recent (15.03.2023) video release of their informative and entertaining interview –



ENTREPRENEUR WORK INTEGRATED LEARNING EVENTS

Interview with Sir Gerard Newcombe

12:00 - 1:00 pm, Wednesday 1 March 2023
Online via Zoom

Adjunct Professor Art Phillips hosted an interview with Sir Gerard Newcombe, who has 45 years' experience in International Management, Marketing and Training across the Asia Pacific region. He has both a Bachelor and Master Degree in Business Administration. Sir Gerard has Fellowships at the Royal Geographical Society and Royal Asiatic Society in the UK, Fellowships at the Australian Institute of Company Directors, the Australian Marketing Institute, the Australian Institute of Managers and Leaders, and here at the Centre for Entrepreneurship / UBSS.

Sir Gerard has a long history in education, having held several Senior Executive and Management positions with prominent educational institutions based in Sydney. He is an accomplished author, having published books on both Marketing and Asia Business Skills.

Topics covered included –

- Psychology of dealing with people in management.
- Understanding the fundamentals of management and logistics in business.
- The challenges being faced by managers and leaders in the current turbulent environment (e.g. ICT, technology, hybrid working models).
- Territorial skillsets – foreign regions and cultural differences to take into consideration.
- Team-building – understanding the methods.

26 CSR Tom on: AI, disruption and assessment -

Congratulations to **Tom** on his recent blog (16.03.2023) – **AI, disruption and assessment** -

16 Mar 2023



Share

f

AI, disruption and assessment

in

The ongoing chatter about ChatGPT and its potential for disrupting higher education raises some interesting questions, particularly about assessment which is the key indicator success or failure in a subject and ultimately in the successful completion of post-graduate awards. It seems timely then to have a deeper look at what we mean by assessment, what we want it to do and how the various new realities are impacting on it.

Assessment, at our most basic level of understanding is meant to tell us whether the students have understood the material we have been teaching and they generally do this by answering questions, or writing an extended piece about the topic. However, a close look reveals there are various types of assessments that fulfil a variety of purposes.

The full article is available at - <https://www.ubss.edu.au/article/ai-disruption-assessment/>

27 CSR Ashok and Greg on: Designing Learning Content –

Congratulations to **Ashok** and **Greg** on their recent article (16.03.2023) – **Designing Learning Content** –

Designing Learning Content

Ashok Chanda
Greg Whateley

"Tell me and I forget, teach me and I may remember, involve me and I learn."
- Benjamin Franklin

This quote emphasizes the importance of engaging learners actively in the learning process. When designing learning content for online learning it is crucial to create interactive and immersive experiences that encourage learners to participate actively. Simply presenting information is not enough to facilitate learning; learners must be involved and engaged to retain and apply what they have learned. This quote reminds us that effective learning content design should prioritize hands-on activities, group work, and other interactive elements that keep learners engaged and invested in the learning experience.

The full article is available at – <https://www.ubss.edu.au/media/4664/designing-learning-content.pdf>

Professor Ashok Chanda is the Provost of the UBSS Adelaide Regency Campus and UBSS Online.

Emeritus Professor Greg Whateley is the Deputy Vice Chancellor at UBSS and Vice President. (Academic) at GCA.

This is the 4th chapter in a new book in the CSR series (Volume 12) – Chanda and Whateley (2023) – **Strategies for going online – a handbook for institutions, faculty and students**

Other chapters to date include –

Chapter #1 - <https://www.ubss.edu.au/media/4602/strategies-for-going-online.pdf>

Chapter #2 - <https://www.ubss.edu.au/media/4610/setting-strategies-and-goals.pdf>

Chapter #3 - <https://www.ubss.edu.au/media/4648/leveraging-technology.pdf>

A special thank you to **the Campus Q Team** for their assistance in the publishing process.

28 CSR Anurag on: Cyber security strategy for Boards

Congratulations to **Anurag** on her recent interview (15.03.2023) – **Cyber security strategy for Boards** –



The interview was conducted by **Professor Helge Janike** –



Professor Janike is Deputy CEO and Research Director, Cyber Security Co-operative Research Centre - <https://cybersecuritycra.org.au/>



A recent article by **Anurag** is well worth the read on the topic - <https://www.ubss.edu.au/media/4480/as-a-director-in-the-new-reality.pdf>

29 **CSR** Greg on: MBA – measure business always –

Congratulations to Greg on his recent blog (19.03.2023) – **MBA – measure business always –**

19 Mar 2023



Share



MBA – Measure Business Always



Irrespective of the nature of the business it is essential to regularly measure success/failure using client and staff feedback. One of the most useful mechanisms for this is the survey.

My business is an international MBA School located in Sydney, Melbourne and Adelaide with predominantly international students. Pre COVID, the School had in excess of 1,000 full time MBA students – post COVID (despite the hammering), we are back with 500 full time students and growing.

Student and staff surveys are an embedded, regular activity that provide us with essential guidance for continuous improvement. We currently utilise four student surveys and a single staff survey.

The full article is available at - <https://www.ubss.edu.au/article/mba-measure-business-always/>

30 CSR Ashok and Greg on: Developing Effective Student Support

Congratulations to **Ashok** and **Greg** on their recent article (20.03.2023) – **Developing Effective Student Support** –

Developing Effective Student Support

Ashok Chanda
Greg Whateley

"Education is not the filling of a bucket but the lighting of a fire."
- William Butler Yeats

This quote speaks to the idea that education is more than just the transfer of knowledge - it is about igniting a passion for learning and fostering personal growth. When it comes to developing effective student support for online learning, it is crucial to prioritize not only academic success but also the overall well-being and development of students. Effective student support should aim to motivate, inspire, and empower students to reach their full potential. This quote reminds us that education is about more than just the acquisition of knowledge – it is about helping students discover their passions and drive their own learning journey.

The full article is available at – <https://www.ubss.edu.au/media/4716/developing-effective-student-support.pdf>

Professor Ashok Chanda is the Provost of the UBSS Adelaide Regency Campus and UBSS Online.

Emeritus Professor Greg Whateley is the Deputy Vice Chancellor at UBSS and Vice President. (Academic) at GCA.

This is the 5th chapter in a new book in the CSR series (Volume 12) – Chanda and Whateley (2023) – **Strategies for going online – a handbook for institutions, faculty and students**

Other chapters to date include –

Chapter #1 - <https://www.ubss.edu.au/media/4602/strategies-for-going-online.pdf>

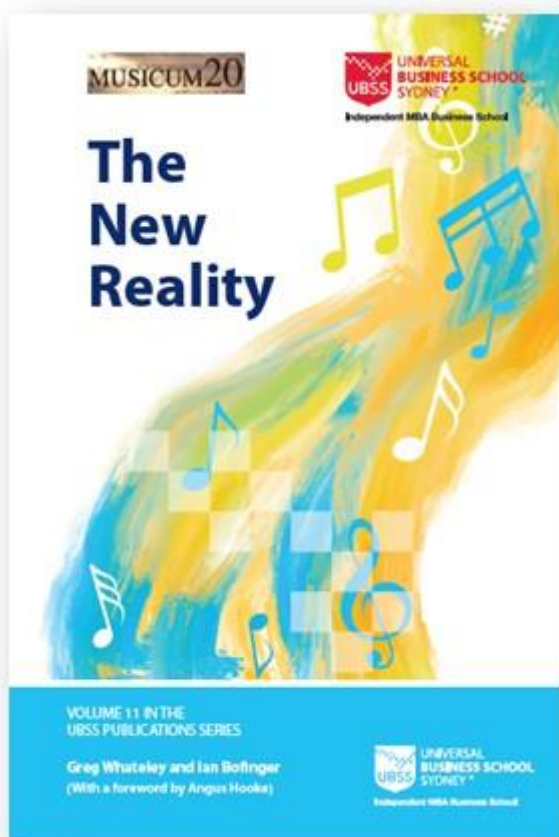
Chapter #2 - <https://www.ubss.edu.au/media/4610/setting-strategies-and-goals.pdf>

Chapter #3 - <https://www.ubss.edu.au/media/4648/leveraging-technology.pdf>

Chapter #4 - <https://www.ubss.edu.au/media/4664/designing-learning-content.pdf>

31 CSR Greg and Ian on: The New Reality

Congratulations to **Greg** and **Ian** on their recent (23.03.2023) hard copy publication – **The New Reality** - ISBN 978-0-6457289-6-5, Intertype, 2023



The book contains 27 chapters (*including 21 from UBSS/GCA staff and affiliates*) and will be formally launched at the *July, Musicim20 2023 symposium in Hanoi, Vietnam* –

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>
Chung Lee and Bofinger - <https://www.ubss.edu.au/media/4576/maximizing-the-economic-investment-in-physical-campus-spaces.pdf>
O'Connor - <https://www.ubss.edu.au/media/4577/chatgpt-a-postmodern-conversation.pdf>
Najmaei and Sadeghinejad - <https://www.ubss.edu.au/media/4586/chatgtp-ai-driven-world.pdf>
Kopanakis - <https://www.ubss.edu.au/media/4587/going-green-keeping-the-team-and-living-the-dream.pdf>
Kho - <https://www.ubss.edu.au/media/4592/what-covid-19-has-changed-in-the-musical-life-of-south-krechapter.pdf>
Wong - <https://www.ubss.edu.au/media/4588/post-covid-19-the-aftermath.pdf>
Wibrow - <https://www.ubss.edu.au/media/4593/how-our-new-reality-may-save-the-planet.pdf>

Gus Hooke wrote –

‘This book is essential reading for those working in the higher education industry as well as others interested in the efficiency and productivity of society’s use of scarce resources. The chapters are short, are written in an engaging (non-academic) style, and make for easy and enjoyable reading while on buses and trains or over a coffee. The *New Reality* is both a valuable investment product and a very enjoyable consumer good.’

Emeritus Professor Angus Hooke
Director, UBSS Centre for Scholarship and Research

This is another example of scholarship at UBSS. A special thank you to **Emeritus Professor Angus Hooke** (foreword), **Assistant Professor Veronica Sorace** (proof reading), and **Ian Bloser** (Intertype)

32 CSR Ashok and Greg on: Strategies for engaging students

Congratulations to **Ashok** and **Greg** on their recent article (24.03.2023) – **Strategies for engaging students** –

Strategies for Engaging Students

Ashok Chanda
Greg Whateley

"Education is not preparation for life; education is life itself."
- John Dewey

This quote addresses that training is an ongoing and vital experience that ought to be absorbed into all aspects of our lives. It is essential to design learning experiences that are relevant, practical, and applicable to real-world situations in order to engage students involved in online learning. Students are more likely to feel invested in the learning process and motivated to put what they have learned into practice if hands-on activities and examples from the 'real world' are incorporated. We are reminded by this quote that effective online learning strategies place an emphasis on immersive and experiential learning that connects students to their everyday experiences and lives.

The full article is available at – <https://www.ubss.edu.au/media/4719/strategies-for-engaging-students.pdf>

Professor Ashok Chanda is the Provost of the UBSS Adelaide Regency Campus and UBSS Online.

Emeritus Professor Greg Whateley is the Deputy Vice Chancellor at UBSS and Vice President. (Academic) at GCA.

This is the 6th chapter in a new book in the CSR series (Volume 12) – Chanda and Whateley (2023) – **Strategies for going online – a handbook for institutions, faculty and students**

Other chapters to date include –

Chapter #1 - <https://www.ubss.edu.au/media/4602/strategies-for-going-online.pdf>

Chapter #2 - <https://www.ubss.edu.au/media/4610/setting-strategies-and-goals.pdf>

Chapter #3 - <https://www.ubss.edu.au/media/4648/leveraging-technology.pdf>

Chapter #4 - <https://www.ubss.edu.au/media/4664/designing-learning-content.pdf>

Chapter #5 - <https://www.ubss.edu.au/media/4716/developing-effective-student-support.pdf>

A special thank you to **the Campus Q Team** for their assistance in the publishing process.

33 CSR Greg on: What are Threshold Standards and why are they important

Congratulations to **Greg** on his recent blog (27.03.2023) – **What are Threshold Standards and why are they important**

27 Mar 2023



Share



What are Threshold Standards and why are they important

The Higher Education Standards Framework (Threshold Standards) was refreshed in 2021 with very few minor changes in fact. The standards articulate the requirements that must be met for both registration and accreditation as a Higher Education Provider - <https://www.teqsa.gov.au/how-we-regulate/higher-education-standards-framework-2021>

There are 7 domains in all – student participation; learning environment; teaching; research and research training; institutional quality assurance; governance and accountability; representation, informational and informational management.

The full article is available at - <https://www.ubss.edu.au/article/what-are-threshold-standards-and-why-are-they-important/>

34 CSR Gus on: The global demand for energy – 2020-2100

Congratulations to **Gus** on his recent article (27.03.2023) – **The global demand for energy – 2020-2100** -



NOW READING

The global demand for energy – 2020-2100

27.3.23 | Business

Published by Angus Hooke, Universal Business School Sydney

ABSTRACT

Achieving the environmental goal of eliminating the use of fossil fuels depends not only on the expansion of other sources of energy but also on the growth of demand for energy. An earlier article in this series described and analysed the demand for energy over the four decades ended 2020. The present article constructs a model for developing scenarios of the future demand for energy. It then applies this model to the preparation of three scenarios for energy demand during the remaining decades of the 21st century. The scenarios illustrate the risks in pursuing a narrow and short path for achieving net zero emissions, and how a wider and longer path might produce a better balance between and among returns and risks, especially for the poorest 4 billion of the world's population.

The full article is available at – <https://www.ubss.edu.au/articles/2023/march/the-global-demand-for-energy-2020-2100/>

BIOGRAPHY



Angus Hooke is an Emeritus Professor, Senior Scholarship Fellow, and Director of the Centre for Scholarship and Research (CSR) at UBSS. His earlier positions include Division Chief in the IMF, Chief Economist at the NSW Treasury, and Professor and Head of the Business School (3,300 students) at the University of Nottingham, Ningbo, China. Since early 2019, Angus has published 15 refereed articles, authored one book on Economics, and been Chief Editor of seven books (four with Professor Greg Whateley, all for the UBSS CSR).

This is the eighth chapter in a new book in the CSR series – Hooke and Whateley (2023) – **Scholarship and Higher Education in a Post-COVID World**.

Other chapters include –

Edwards - <https://www.ubss.edu.au/articles/2023/january/the-effect-of-entrepreneurial-strategy-making-on-b2b-sales-performance/>

Xi and Shen - <https://www.ubss.edu.au/articles/2023/january/some-impacts-of-the-covid-19-pandemic-on-cross-cultural-behaviours-and-ways-of-life/>

Hooke - <https://www.ubss.edu.au/articles/2023/january/primary-energy-markets-hydro/>

Smithson - <https://www.ubss.edu.au/articles/2023/february/perspectives-on-strategy-formulation-and-development-after-covid-19/>

Huvanandana - <https://www.ubss.edu.au/articles/2023/march/how-applying-the-concept-of-value-chain-to-education-can-help-reduce-disparities/>

Hooke - <https://www.ubss.edu.au/articles/2023/march/the-global-demand-for-energy-1980-2020/>

Whateley - <https://www.ubss.edu.au/articles/2023/march/what-is-scholarship-and-how-do-you-do-it/>

A special thank you to the **Campus Q team** for their assistance in the publishing process.

35 CSR Ashok and Greg on: Strategies for student progress and success

Congratulations to **Ashok** and **Greg** on their recent article (24.03.2023) – **Strategies for student progress and success** –

Strategies for Student Progress and Success

Ashok Chanda
Greg Whateley

"Success is not final, failure is not fatal: it is the courage to continue that counts."
- Winston Churchill

The significance of perseverance and resilience in achieving success is emphasized in this quote. With regards to online learning, progress and achievement are not direct or clear all of the time. It is essential for students to remain committed and persevere despite challenges and setbacks along the way. The development of personal resilience and determination should be prioritized by way of effective strategies for student progress and success in online learning. We are reminded – by the quote - that success is more than just achieving one's objectives – it is also about the journey and the attitude that propels us forward.

The full article is available at – <https://www.ubss.edu.au/media/4740/strategies-for-student-progress-and-success.pdf>

Professor Ashok Chanda is the Provost of the UBSS Adelaide Regency Campus and UBSS Online.

Emeritus Professor Greg Whateley is the Deputy Vice Chancellor at UBSS and Vice President. (Academic) at GCA.

This is the 7th chapter in a new book in the CSR series (Volume 12) – Chanda and Whateley (2023) – **Strategies for going online – a handbook for institutions, faculty and students**

Other chapters to date include –

Chapter #1 - <https://www.ubss.edu.au/media/4602/strategies-for-going-online.pdf>

Chapter #2 - <https://www.ubss.edu.au/media/4610/setting-strategies-and-goals.pdf>

Chapter #3 - <https://www.ubss.edu.au/media/4648/leveraging-technology.pdf>

Chapter #4 - <https://www.ubss.edu.au/media/4664/designing-learning-content.pdf>

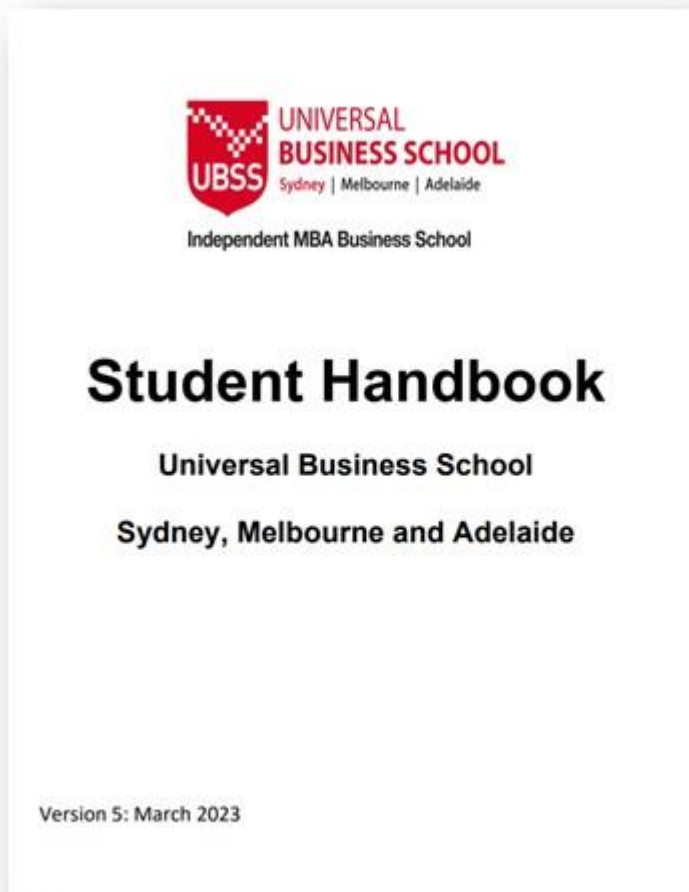
Chapter #5 - <https://www.ubss.edu.au/media/4716/developing-effective-student-support.pdf>

Chapter #6 - <https://www.ubss.edu.au/media/4719/strategies-for-engaging-students.pdf>

A special thank you to **the Campus Q Team** for their assistance in the publishing process.

36 **CSR** Anurag on: The Student Handbook -

Congratulations to **Anurag** on her refresh (*v5: March 2023*) of the **Student Handbook** -



The full document is available at –

<https://www.ubss.edu.au/media/4647/ubss-student-handbook-2023.pdf>

This has been a significant project bringing together important issues and elements. There are a number of people to thank including **Carlos, Madilina, Tom** and **Veronica** in particular – but to all who made contributions large or small – thank you for your efforts. A special thank you to **Professor Ian Bofinger** for his document management and formatting.

37 CSR Jim and Greg on: AI arms race in Campus Review

Congratulations to **Jim** and **Greg** on the inclusion of their article – **AI arms race** – in the recent hard cover/digital *Campus Review* magazine Volume 34 Issue 02, March/April 2023, p28



The article provides a softly ‘tongue in cheek’ suggestion that a marking bot could assess AI generated papers – bot to bot – so to speak.



The full article can be viewed on p28 - <https://viewer.joomag.com/campus-review-vol-33-issue-02-march-april-2023/0147663001680218902?short&>