

Find an expert



Who do I call for a comment on.....?

Following is a list of Melbourne Business School faculty who are happy to provide you with an unbiased opinion about the news. May I encourage you to call them directly on their mobiles, if required.

Costco's marketing strategy: Strengths and weaknesses in the local market

Jody Evans
Tel: (03) 9349 8222
Mob: 0412 524 002
Email: j.evans@mbs.edu

Melbourne's giant new discount store, Costco may be in the inferno of first love by the Australian consumer. There is a lot that local competitors can offer, to go head-to-head with this Goliath.

How do mergers impact organisational cultural change programs?

Carol Gill
Tel: 9349 8452
M: 0425 705 135
E: Carol.Gill@mbs.edu

With Maryborough Sugar Factory, announcing a \$90.4 million bid for Tully Sugar; speculation that Air New Zealand might buy Virgin Blue or become a merger target itself, and merger discussions between Tasmanian financial institutions, MyState Financial and Tasmanian Perpetual Trustees, it's timely to investigate how mergers impact culture and how leaders influence culture and supply chain management.

Carol Gill has just completed extensive research into today's merger centric environment.

She's found that human resource management must create, maintain or change an organisation's culture so that it fits in with organizational strategy and the broader environment.

Financial market regulation

Paul Kerin
Tel: (03) 9349-8133
Mob: 0417 240 860

The switch of supervisory responsibilities from the Australian stock exchange to

E: P.Kerin@mbs.edu

ASIC is great and should have happened a long time ago. With the responsibilities split between the two regulatory bodies, there was always someone else to blame and things could fall through the cracks. This regulation should go some way towards eliminating the Australian Stock Exchange's conflicts of interest.

Efficient market hypothesis

Paul Kerin
Tel: (03) 9349-8133
Mob: 0417 240 860
E: P.Kerin@mbs.edu

Does efficient market hypothesis still apply and what's its relevance to regulation? Paul is an avid defender of efficient market hypothesis. He supports light regulation rather than the heavy regulation that the government is moving towards.

Research shows women and part-time workers are in the firing line

Isabel Metz
Tel: 9349 8226,
Mob: 0418 387 912,
Email: i.metz@mbs.edu

Isabel refutes last week's claim in the Australian newspaper that men are more likely than women to be retrenched. Her research (in UK, US and Australia) has found that women and part-time workers are the first groups to be retrenched in tough economic environments.

The reason? Women make up the vast majority—more than 85%—of part-time employees. Often, part-timers are considered 'non-core' employees and as organisations grow or contract, so too do the number of part-timers. In an economic downturn, non-core employees (many of whom are part-timers) are the first group to be targeted for retrenchment.

'C' students make the best CFOs

Bob Wood
Tel: (03) 9349 8243
Mob: 0425 202 976
E: re.wood@mbs.edu

According to Bob, 99% of our actions, including problem solving and learning, are the product of our mindsets or mental models developed from past experience.

He says, "Individuals with rich, highly interconnected, diverse mental models perform much better on automatic. They are the people answering questions in class, coming up with good suggestions and finishing the crossword puzzle."

“How do they get to be like that? Intelligence? No. It is about the right motivation and deliberate practice.

“First, don't view performance as a test of ability. It is a test of strategies and effort. If you don't succeed, try a new strategy or work harder. Second, practice and reflect on what do you. Don't just evaluate your performance, diagnose, and plan and not just when things go wrong. Experiment and learn how to manage failure.

“Remember, gold medalist ice skaters fall over more often in practice than non-medalists. Perhaps C students make the best CEOs. Did I say that?”

Australia's labour market is holding up well

Sam Wiley Tel: (03) 9349 8185
Mob: 0428 103 859
Email: s.wylie@mbs.edu

With our unemployment figures at 5.8% -- a lot better than the rest of the world's.-- the pressure is off in terms of allocation of resources, consumer confidence is in good shape and the Government's stimulus spending has worked. Sam says we're in a 'bath' recession, in which we will remain for a long time as total growth is low. For a more comprehensive analysis call Sam.

BREAKING RESEARCH

Fighting and lying: It's all in a day's research

Karen Jehn Tel: (03) 9349-8180
Mob: 0412 103 502
E: K.Jehn@mbs.edu

Ever had that suspicious feeling that someone is lying to you? Research by Professor Karen Jehn has discovered exactly what it is that causes you to interpret whether someone is lying.

The outcome is that Professor Jehn can teach people how to lie really well (within reason), but also, how they can tell the truth really well, so that other people do not misinterpret them.

Give her a call if this research sounds of interest to your readers or even if you'd like a few personal pointers of your own.

Good luck. If you have any trouble getting through to anyone please feel free to call me anytime, day or evening on my mobile. If your story is not covered here, [go here](http://www.mbs.edu/go/news-and-events/media-centre/hot-issues) - <http://www.mbs.edu/go/news-and-events/media-centre/hot-issues> to find all of our media friendly faculty and their specializations.

Kind regards

Lauraine

Lauraine McDonald
Marketing Communications
Melbourne Business School
200 Leicester Street
Carlton Vic 3053
Tel. 61 3 9349 8272
Mob. 0438 418584
lauraine.mcdonald@mbs.edu
www.mbs.edu

GLOBAL. BUSINESS. LEADERS.

No. 1 provider of executive education in the Asia Pacific region by the Financial Times 2008.