

Jac Nasser Speaks at CEI Conference

AGSE staged the first Australasian conference on corporate entrepreneurship held at the Melbourne Hilton Hotel on the 28-29 August. The Corporate Entrepreneurship and Innovation (CEI) Conference was officially opened by the Hon John Brumby, Treasurer and Minister for Innovation, State and Regional Development, Victoria.

Industry speakers included Jac Nasser, CEO of Ford (pictured right) who spoke about the process of innovation and the global opportunities for Australia; and Dr Thierry Volery, Director of the Swiss Research Institute for Entrepreneurship and Small Business, University of St Gallen, Switzerland, who focused on the reasons why small and medium-sized Australian businesses should become entrepreneurial and expand into overseas markets.

The conference focused on defining entrepreneurship as a corporate strategy in order to create new and profitable revenue streams, and showcased world-best practice and successful implementation with case studies by organisations such as Holden, Carter Holt Harvey Ventures, Medibank Private, Orica and Powercor. A highlight of the conference dinner was a breathtaking performance by the young artists from the National Institute of Circus Arts (NICA).



Congratulations MBA Project Prize Winners 2003



Cran Cameron Partners sponsored a very generous prize pool of \$5,000 for the winners of the best MBA Integrative Project for 2003.

The first prize of \$3,000 was awarded to Nadia

Seifen for her project titled 'Reducing out-of-stocks on supermarket shelves - A supply chain perspective'. The findings of her research provided an insight into the contributing factors to the out-of-stock issue on supermarket shelves and listed recommendations that have the potential to increase revenue for the organisation by approximately \$130 million per year.

Second prize of \$1,500 was awarded to German student Martin Boehm for his project titled 'Strategic analysis of the lending product portfolio for small to medium sized businesses of the ANZ Bank'. The outcome of this project was the development of a

structured lending product portfolio based on customer needs and value drivers.

The third prize of \$500 was awarded to German student Kathrin Schlauch for her project titled 'An evaluation of the opportunity for Dun and Bradstreet (D&B) Australasia to enter the small business market in Australia'. This project report developed a product portfolio that would differentiate D&B from its current competitors.

Susan Dodds won the \$100 Merit Award proudly sponsored by Whites/ Law Bindery, for her project titled 'Strategic analysis including recommendations for the Telstra Corporation Limited'. Whites/ Law Bindery also sponsored the leather binding of the winning projects and Massoni Wines provided the wine.

Supervisors Dr Irene Tempone, Professor Adolph Hanich and Robert Pridham were also given special recognition at the ceremony for Excellence in Supervision.

Pictured left: Robert Pridham left, Susan Dodds left centre, Gary Croft from Whites/ Law Bindery right centre, Dr Adela McMurray, Director MBA Projects right).

Local Agents Visit AGSE

AGSE reached out to its international student sources in a new way on Friday 19 September. A number of educational and migration agencies located in Melbourne were invited to a briefing session and morning tea at the School. These locally based agents provide access to international students who are already in Australia. Sixteen agents took up the invitation to find out more about the opportunities offered at AGSE.

Opportunity Evaluation Short Course

Starting in November 2003 and held in the city. For more information go to www.swin.edu.au/agse

Mindshop Excellence Program Used at AGSE



Five students from Hawthorn Secondary College participated in a week-long program aimed at giving them real-world business skills.

The students presented findings and made recommendations to senior academic staff

and industry representatives at AGSE on how to maximise the value of their Powercor Hatchery, a business hatchery sponsored by utility company Powercor that develops business concepts into ventures ready for the marketplace.

The students, aged between 15 and 16, participated in a Mindshop Australia program that teaches students consulting skills such as problem-solving, planning and diagnosis, and then asks them to apply these skills to a real-life corporate problem. Some of the recommendations made by

the students as a result of their findings were: to schedule regular speakers from industry to deliver programs/ workshops in the Hatchery, create a stimulating environment to assist idea generation, and run-in house competitions to promote the Hatchery to the wider Swinburne community.

Representatives from Powercor and the Department of Innovation, Industry and Regional Development (DIIRD), who sponsored the workshop, attended, as well as some of the students' teachers. Mindshop facilitator Robert Pridham said teachers were often amazed at the skills their students could develop within the week. "In one case, a group of students came up with solutions that saved a company \$100,000 in one year," he said. At the end of the program students were presented with certificates of participation.

Pictured from L to R, B to F: Allan O'Connor from AGSE, Warner Bastian, Rebecca Wilbourne, Lily Gibson, Fabio D'Amico, Long Nguyen, Robert Pridham from AGSE, Stacey Kaye, Manager DIIRD, and Melissa Lay)

Launch of the PhD Research Club

Launch



AGSE launched the first official PhD Club in July. The social club was set up to enhance communication between full-time and part-time PhD research students and staff. The opening address was made by Professor Susan Long, former Chair, AGSE Research Committee, and was titled "What examiners look for when critiquing a thesis".

The PhD Club will meet three times a year. The next meeting will be held in conjunction with the DBA Workshop on Wednesday 12 November. For more information contact Professor Angele Cavaye, Chair of the AGSE Research

Committee, via email acavaye@swin.edu.au. *Pictured left: PhD students, Lorris Gillin left and Frank LaPira right.*

John Miller Returns to AGSE



Former head of the SGSM, Dr John Miller AO (pictured) has been appointed by the Swinburne Council as Adjunct Professor. John was recently awarded an Australian Centenary Medal for service to accounting, academic life and the public sector. John will be located in the AGSE

Research area and can be contacted on email jmiller@swin.edu.au

CEI Network Expands

AGSE launched the second cell of the Corporate Entrepreneurship and Innovation (CEI) Network on Friday 26 September. The network is designed to bring together corporate executives who have responsibility for introducing and/or managing a corporate entrepreneurship program inside their companies.

Eight executives from as far away as northern NSW and Canberra met to discuss issues facing their companies in gaining value from harnessing ideas across their organisations. Common themes were around implementing an entrepreneurial culture, finding champions for projects, providing training and support to staff who had innovative ideas and what systems and processes were needed to support the programs.

The new cell of the CEI Network will meet monthly at one of the member's locations. For more details contact Dr Tom McKaskill on email tmckaskill@swin.edu.au or phone 03 9214 8422.

AGSE-Babson Regional Forum 2004

AGSE would like to announce the first AGSE-Babson Regional Entrepreneurship and Innovation Teaching and Research Exchange Forum 2004. The Research Exchange will be held 24 and 25 February 2004 and the Teaching Exchange will be held on the 26 and 27 February 2004 at the AGSE.

For more information and online registration please visit our website: www.swin.edu.au/agse/research/conferences.htm