



**DEAKIN**  
BUSINESS  
SCHOOL

# CENTRE FOR SUSTAINABLE AND RESPONSIBLE ORGANISATIONS (CSARO)

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# DEAKIN UNIVERSITY

Deakin University is ranked in the top 3% of universities worldwide across the three major international university rankings<sup>1</sup> and ranked 36 in the QS ranking of the world's universities under 50 years. In 2014 alone, Deakin secured over \$43 million in research income and produced more than 1700 research publications. Not surprisingly, Deakin has a 5-star QS rating, highlighting the quality of both our research and teaching.

Deakin entered the research-driven Academic Rankings of World Universities (ARWU) and CWTS Leiden rankings for the first time in 2014. In the 2015 Excellence in Research for Australia (ERA) ranking, 89% of Deakin's research was rated at or above world standard.

Deakin is one of the largest universities in Australia, with over 52 000 course enrolments and more than 3700 staff. Despite this size, Deakin has a proud reputation for teaching. For the past six years, Deakin has been ranked no. 1 in Victoria for student satisfaction, attesting to the value that the university places on delivering value to students.

In 2014, Deakin also received the Premier's Award for International Education Provider of the Year at the Victorian International Education Awards, along with two additional awards: Excellence in Education (University) and Excellence in International Education (Student Employability and Careers).

# DEAKIN BUSINESS SCHOOL

Deakin Business School (DBS) comprises six academic departments focusing on a comprehensive range of business and economic disciplines: accounting, economics, finance, information systems and business analytics, management, and marketing.

DBS prepares graduates for careers of the future. We harness emerging technologies to facilitate innovative, borderless, and personalised education. Our research informs our practice and impacts the communities with whom we engage.

In 2015, DBS had over 15 000 students, comprising 10 000 undergraduate students, 4900 postgraduate students and 162 PhD students in our single and combined degree programs.

The Deakin MBA and Bachelor of Commerce are internationally recognised and EPAS accredited by the European Foundation for Management Development. EPAS is an international quality benchmark for business programs worldwide. In addition, the Deakin MBA is rated 5-stars by QS for program strength, delivering an 'attractive and recognised program with a very high graduate employability rate'.

# OUR RESEARCH



Deakin Business School is committed to research that makes a positive impact on government, business, society and individuals.

With the expertise of world-class researchers from diverse disciplines, our research is driven by the big picture. It takes the issues and problems of fast-paced 21st century economic and social development and looks for solutions. It's this focus that underpins the establishment of key research centres and drives the delivery of innovative and bold research.

Reflecting a suite of wide-ranging specialities, these centres promote new-generation research networks that deliver real-world results to our stakeholder communities.

This means that business, not-for-profit, government and professional sectors have access to relevant, world-class research as they tackle some of the issues in a complex, rapidly-changing world.

Strong collaborative research that's linked to applied, practical outcomes also provides a sound platform that enables us to deliver a global and enriched student experience.

While we can't know what the world will look like in the next 50 years, we do know that it will be fundamentally different – and that many of those differences will be birthed in the university research of today.

That's why our research centres are strategically focused on the future. We're looking at business relationships with China (China Business and Economics Research Centre); how businesses can contribute to a better world (Centre for Sustainable and Responsible Organisations); how to improve the health and wellbeing of employees and customers (Centre for Organisational Health and Consumer Wellbeing); how small-medium businesses and not-for-profit organisations can be more effective (IPA-Deakin SME Research Centre), and how to better understand and manage the economy (Centre for Economics and Financial Econometrics Research).

These centres take the strengths of Deakin Business School and invest them in projects designed to make a difference.

**Chris Dubelaar**

Associate Dean (Research Development)

Faculty of Business and Law

# CENTRE FOR SUSTAINABLE AND RESPONSIBLE ORGANISATIONS (CSARO)

## OVERVIEW

Organisational performance and sustainability has attracted unprecedented research attention for some time now. Most recently, themes of ecological sustainability and the onus of being financially responsible as an organisations have permeated all aspects of sustainable management theory and practice. CSaRO was established in 2011 and tackles these topics by working with academia, as well as industry partners, and aims to be a thought leader on scholarly theory and management practice within the broad domain of corporate responsibility.

CSaRO works with organisations and their stakeholders in a number of areas. Activities include designing and appraising community engagement and employee volunteering initiatives, supporting the development of social enterprises, measuring the social impact of business, supporting social innovation and fostering sustainable business practices.

CSaRO aims to bring together researchers from a variety of disciplines to better understand and promote long-term sustainable and responsible organisational behaviour. This is achieved through research and dialogue with various stakeholders including the research community, business leaders, policy advisors and the public at large.



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PUBLICATIONS

\$364 065  
GRANTS

We are particularly proud of the fact that we have 20 staff, who collectively have published 30 articles in the *Journal of Business Ethics*.

# DIRECTORS

## Professor Michael Polonsky Professor Alexander Newman

Professor Michael Polonsky is Chair in Marketing at Deakin Business School. His research interests include environmental marketing and management, stakeholder theory, ethical and social issues in marketing, cross-cultural studies, and marketing education. He has extensively published on blood donations amongst African migrants and refugees and engaging communities in childhood obesity prevention in disadvantaged areas. Other projects focus on volunteering behaviour, green marketing lifecycle information, understanding supplier of choice decisions, boycotting behaviour in response to environmental crisis and internal marketing. Professor Polonsky completed his bachelor's degree at Towson State University, his two master's degrees at Rutgers University and Temple University and his PhD at Australian Catholic University. He says the Centre's focus fits well with his personal research interests. 'I'm interested in social issues and cross-cultural research. Through CSaRO, we hope to delve deeper into the issue of dealing with different consumer segments based on cultural grounds and gain a thorough understanding of how cultural differences impact on this.'

Professor Alexander Newman's research focuses on a number of topics including employee performance and retention, positive psychology, leadership, employee volunteering and responses to CSR, microfinancing and entrepreneurship and managing the contemporary workforce. Prior to joining Deakin, Professor Newman worked in China and Japan and previously taught at Nottingham University Business School in Ningbo, China and Monash University. He completed his Bachelor of Laws (Honours) at the University of Bristol and his PhD at the University of Nottingham.

He is the Section Editor for Leadership and Ethics at the *Journal of Business Ethics* and has organized a number of special issues on topics related to social and ethical issues in business. These include special issues in the *International Journal of Human Resource Management* (Recruiting, Managing and Rewarding Workers in Social Enterprises), the *Journal of Business Ethics* (Corporate Social Responsibility and Employees) and the *International Small Business Journal* (Microfinance and Entrepreneurship).

Professor Newman says that the short term goals of the Centre are to establish and strengthen relationships with key industrial partners and leading academics from across the globe. 'Over the longer term we aim to attract external funding for research under our key research themes and improve CSaRO's reputation as a key centre for research into social, responsible and ethical issues in business, in both Australia and the wider Asian region.'



Professor Michael Polonsky



Professor Alexander Newman



‘Boosting the supply of blood donations from Australia’s African communities was the aim of potentially life-saving research titled “They Don’t Want Our Blood. Social Inclusion and Blood Donation among African Migrants in Australia”.

Through an Australian Research Council Linkage grant, Deakin Business School researchers – along with the Australian Red Cross Blood Service (ARCBS) and colleagues at the University of Wollongong – found that some members of the community had negative experiences within the community, which influenced migrants’ intentions to donate blood.

The research also identified that there was potentially limited understanding of cultural sensitivities on the part of ARCBS staff. Once these factors were brought to the attention of ARCBS, a national cultural awareness training program was introduced to ensure that staff better understood how to deal with migrant donors.’

Professor Michael Polonsky



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‘Not only do business organisations have impacts on the social and environmental fabric of their communities, but they can also be a force for good. Now, it’s not just a matter of business can, but rather business must contribute to broader change.’

Associate Professor Colin Higgins





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## GRANTS

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Bednall, D. and M.J. Polonsky (2013) 'Australian Communications Consumer Action Network – Consumer's Understanding of Unit Pricing' (\$12,467).





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